you can't talk about education without considering "value" systems.
there's no such thing as a value-free system.
we need an outbreak of intelligence.
an intelligence-spreading virus.
Earth/Ethic
EthicEarth
what kind of civilization could we create
The most dangerous 3-letter word
I'd love an opportunity to participate more fully in the projects.
to become a more effective agent of Evolution.

EARTH

stone heronstone Evolution
heronstone i, dennis horn
heron stone
stone
heron stone
stone stone
stone

© 1991 THE HERONSTONE INSTITUTE

a THE game

prisoner's dilemma

variables

- time between moves.
- is there a screen displaying the choices visually or just deposits or withdrawls from your account.

W King

© 1991 The Heronstone Institute

Whittle

In the next few years we must learn the think the previously unthinkable

68.6
samay 18
6.149/2.58

new thinking requires a new language.

new num num num
a new era of human history umu

half-blanket - velcro

Beverly Friedl

David U of 313 7644388

Improving Spoken English
Joan Morley

© 1991 The Heronstone Institute

College of English Lang.
David Pinnell
404 Shatto Pl. 2nd floor
L.A CA. 90020

phone strategy
make an ally
of the ① operator
② secretary

top of face form
operator
secretary. 1, sec 2, sec 3
director

68.7
sunday 19
6.150/2.59

4 hrs + w

singing
hearing 9:00 – 9:45
speaking 9:55 – 10:45

EARTHNET
the game
to save Earth

© 1991 The Heronstone Institute

ESL

have each student
sing scales triads
dominant chords arp...
Ć É Ǵ C Ǵ É Ć

- octaves
  BUṖ BUṖ BUṖ ...
- fifths
- thirds
- CECGÉC...
- Bach 2-parters

BUṖ
BYṖ
BƎṖ
BAṖ
BΛṖ

Calls -

I've developed a practical method to teach american pronunciation in 2 to 6 months.

Before you can speak like an american, you've gotta hear like an american.

pronunciation is a separate issue that can be effectively dealt with independently from gramma - vocabulary etc. Actors can learn ~~to~~ entire speeches

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7506

ESL

some
actors can learn to recite a speech perfectly in a language they don't understand one word of. they learn the sounds/rhythms/etc of the language.

of course it's much simpler if you know a little about the language.

some Americans are prejudiced about accents.

They
Many don't like it.

"Hard to understand" accents triggers a lot of animosity in some ~~of~~ Americans. They are otherwise nice people - but they can be quite rude about accents. The better you speak, the easier it is for americans to understand you.

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the fewer problems you will have -
" " rude ~~people~~, impatient, unhelpful, etc
" more confidence
" " power
" " friendly people

Class one

- record~~s~~ students on a quote of their choice during 2nd half of class I.
- test vocal ranges.

student #1 2.1

$D^2 - E^4$

test hearing

Name Tags

Teachers ~~Book~~.
create student evaluation sheet

needs work on ① Θ V Z J [WIBMDG]

Vocal range 3.3 X soprano alto tenor bass.
hearing scores 14 46%

© 1991 The Heronstone Institute

Ear-training tests (~~to~~ students correct/score and then hand-in)

1 or 2 or 3 or 4

1 or 2

Dictation Tests

Class one

2 student evaluation

PIGYBREED...

vocal range...

1 English is stupid

"a"

jeet? through ORU

3 Recording of quotes after the break

4 Same listening

© 1991 The Heronstone Institute

7509 ~~7508~~

ENET MEETING 68-7

Question - can you recruit 3 people who can recruit 3 people who...

a recruiter ~~buys~~ gets a recruiters kit.

What's in the kit?

calendar?
tape? cards? mailers?

What are ~~the~~ some fundamental issues questions etc.

a fundamental shift is our values / allegiances / commitment

mailer. I, ~~signature~~

recruiter's name _____

" number _____

how to find a group

What do you need to recruit people to become recruiters.

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~~7609~~ 7710

Whittle

required parental involvement with their child's education

if a parent doesn't have x hours/week for their child — they shouldn't be a parent. get the kid new parents.

Call sheet.

Company Name _____

Owner _____

CEO _____

Training/HRD/etc. ~~chief~~ personal _____

~~sales~~ operator: _____

secretary 1: _____

" 2: _____

$25

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talk to artist - at D.S
stuff to sell

Rick Lapham

Yune Hae Im Yoon

Memorie pledge

Korean Companies	
Dae Woo	Ship building
Hyundae	
Haitai	Food
S Sang Yang	Construction
Sam Sung	audio
Kum Sung	
Han Mi Bank	Bank
Korea Exchange Bank	Bank
Korea Air	

494 6834 William Jordan

423 2591

424 1242

68.8
money 20
6.151/2.60

© 1991 The Heronstone Institute

Don Martin

English College

Wilshire + Normandie

---

with age comes the potential of authority?
- not ~~the~~ a right word.
- not the word i'm looking for.
- ~~people will listen and consider~~
- I'd listen & & consider.

What could it mean - to "speak with autority"?

The fundamental problem d have with most "normal" people is that they aren't aware of the fact that "they" don't exist! "they" operate under the illusion that there is "someone" home - behind their eyes.
"d" is a word - the word stands alone - separate - but nowhere is ~~d~~ i separate from the entire living/conscious Universe/GOD

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2020...

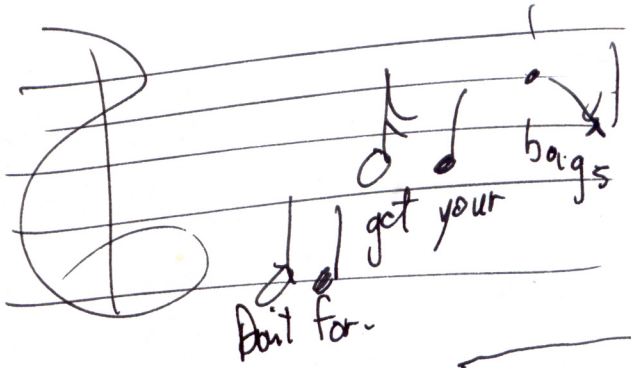
exercize.

R88R

radiator

REYDYEYDR

don't forget your bags



68.9

tuesday 21

6.152/2.61

© 1991 The Heronstone Institute

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Sandy McClain

AFI

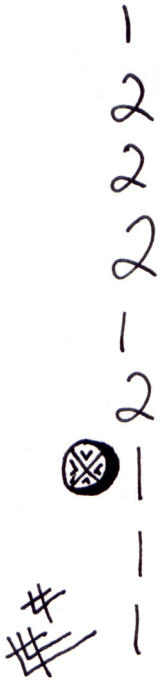
551 5570

633 7400

Studies in Means

Rebecca

213 871 2382



Contact Korean Doctors to teach pronunciation

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68.10
wemay22
6.153/2.61

842 0763

VT-100

Full Duplex

8

2401

1 stop

No parity

© 1991 The Heronstone Institute

68.11
thumay 23
6.154/2.62

home 768 7687

Michelle Regala
714/222-6157 CMS
friend of John Whitfield

A12MON

AY2DEYDG

★ 80 MG 397.30 +tax
★ Mini, Fax 114.40 +tax Aerd only
45 MG Cart. 59.63 +10% +tax =69.86
~~39~~ 45 Removeable. 394.01+10+tax
~~4.39~~ 41
433.41
461.59

180 MG = $742

© 1991 The Heronstone Institute

68.12
fr may 24
6.155/2.63

ESL phone talk

"I have the answer to a problem that has previously been thought impossible to solve - and so has gone unaddressed until now. We've developed a ~~course~~ method that can dramatically improve pronunciation

Ear-training Before you can...

---

talking with people with accents is more difficult than talking with natives. It required more effort - more attention & more intention. That's a lot to ask from ~~people~~ patients in hospitals. They often resent it.

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ESL

to hospitals ★
go in thru P.R. department
not personnel.

ESL

for every complaint you see – you can bet there are 20 who say nothing to you – but grumble to all their friends about it.

specially old people
your prime customer.

Exercises

ZΘ....
SΘ...
SΦ...
ΦZ...
FS...
VZ...

FSΘ...
VZΘ...

Selling

has anyone approached you claiming to be able to solve this problem?

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ESL ESL

to P.R.
you may be more aware of the problem than the training dept. so I thought it would be wise to talk to you first.

68.13
saman 25
6.156-2.64

Selling ESL

~~usually~~

an analogy

- like in piano tuning it only takes a couple of out of tune notes to make the piano sound terrible.
- in speaking English it only take a couple of mispronounced sounds to make it very difficult for people to understand you.

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68.14
sunday 26
6.157/2.65

4 ⓘ⊖
6 ∀
12 ∪
22 F
24 ∀
27 ∪
36 2

F - 22
ⓘ - 5
∀ - 24/6
∪ - 12/27

68.15
monday 27
6.158/2.66

Korean exercizes
∀∪.... ⊅∀Fu....
⊅ƎFՈ....

THE TWO DISEASES OF ENGLISH

1. "THE"
2. "either/or disease" - 2-valued logic

EITHER/OR DISEASE - 2-VALUED LOGIC

THE TWO DISEASES OF ENGLISH
THE TWO DISEASES OF ENGLISH

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68.16
turnay 28
6.159/2.67

ESL calls

1st IDENTIFY THE PERSON I WANT TO TALK TO BY NAME.

① "MR. JORDAN PLEASE.

THIS IS DENNIS HORN

THE AMERICAN LANGUAGE INSTITUTE

"I'M CALLING TO INTRODUCE MYSELF TO MR. JORDAN AN TO DETERMINE ~~OF~~ MY COMPANY HAS ANYTHING TO ~~OFFER MR. JORDAN~~.

"The purpose of my call is to find out if my company would have any business with Mr. Jordan. Can I speak with Mr. Jordan, please?"

"The purpose of my call is to introduce myself to Mr. Jordan, state my business, and arrange an appointment. Can I speak to Mr. Jordan, please?"

© 1991 The Heronstone Institute

Patty Bailey

2296780

teaching College

Leon Silver

Boyd + Felice

~~Jeff weigand~~

Richard Bradley

Donna Butler

genni cross

barbara bare

Marcia Beaird

John Jeffery

Earl Bell

Bill Betts

Jackie Bodnar

Balan Menon

Debbie Branch

dick cheeseman

maria de la garza

les detmar

D. J. Dewaty dupuis

mike frank

John giza

Frank unzueta

bill glaze

gary godshall

rich graves

linda groff

John hanna

errol kelly

John la coste

Don lewis

charlie leamont

sharon macLeod

Liz McDonnell

george McCalip

Balan Menon

kathi Rosenfeld

roger selbert

paul steiner

pete stevens

bruce stokes

David thurdale

Diane tillman

Lanny tisdale

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68.17
wemay29
6.160/2.68

Ex

KЭPNKAFY...

JLWebb ~~Assoc~~ Planning Inc
2900 Bristol Suite F102
Costa Mesa 92626

Korean-Amer Assoc. OC
9888 GG 61 530 4810
9884 " " - 530 6705

Korean American ~~Cultural~~ Culture Society Inc
5900 Ball Rd.
527 8842

© 1991 The Heronstone Institute

68.18
~~thumay~~ 30
6.161/2.69

ESL

most customer grievances are never communicated to the business - they fester - no referrals

statistics

ESL

until now, only trained speech pathologists have dealt with accent removal - and they only work with one person at a time. I work with up to six people at a time.

---

662 8597 printer

776 2238 printer

994 4954 celia TV

954 1733 Mike TV

6454022 print Mike

~~818~~ 9 printer Chuck

213/344 4991

© 1991 The Heronstone Institute

Steve Satchel printer

~~[illegible]~~

871 9423

Big 12 Words in Selling

you	easy	guarantee
money	dicovery	free
save	results	love
new	proven	help

Printer { Mike 213/439 5659 +++

JR 662 6992

68.19
friday 31
6.162/2.70

68.20
sajun 1
6.163/2.71

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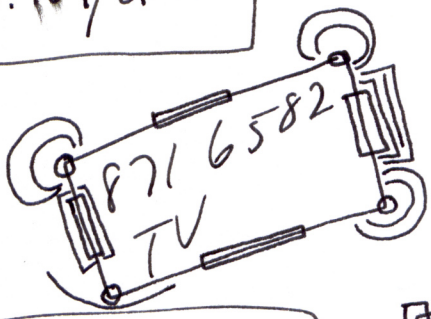
68.21
mujun 2
6.164/2.72



1 Meg RAM
10 Meg HD
1 M RAM
w/ MacWorks

68.22
mojun 3
6.165/2.73

APPLE LISA COMPUTER
10 MEG HD
w/MACWORKS
$2800 O.B.O.
893-8702

CONGRATULATIONS - VERY BUSY
YOUVE REACHED THE HEADQUARTERS
OF ~~DEN~~ EARTHNET, THE AMERICAN
LANGUAGE INSTITUTE AND DENNIS HORN.
AT THE TONE, YOU CAN LEAVE A MESSEGE
OF ANY LENGTH. THANKS FOR CALLING

AND REMEMBER

LANGUAGE DOESN'T SO MUCH REFLECT
REALITY AS CREATE IT.

ANYONE CAN SPOT WRONG ANSWERS. IT TAKES
A TRULY CREATIVE MIND TO SPOT
WRONG QUESTIONS

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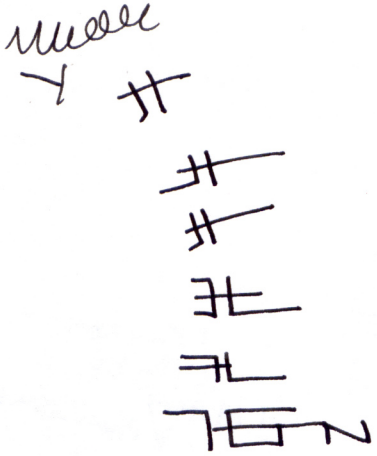

68.23
tujun 4
6.166/2.74

68.24
wejun 5
6.167/2.75

68.25
thjun 6
6.168/2.76

Earl
wants LISA
714/567 2677
work 7 - 3:30

© 1991 The Heronstone Institute

Korea Air
213/215-8660

6101 E. Imperial Hwy
Westchester, CA 90045

tues after 3
thurs anytime

727 8161
Cathy Macintyre

ESL

R∃G∃....
R∃G[redacted]

Betty Holland
539 2963

68.26
fijian 7
6.169/2.77

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Books

Media Analysis Techniques

" Research "

by Arthur Asa Berger

	1	2	3	
O/O	4	V 6	12	little U
F/V	22	sh/j 36	27	Big U

COLYN
805 966 9218

105.1

KFAC
11:09 am
Sat June 8

Toccata
Bach

arrange
by ~~Busoni~~
Busoni
Busoni

© 1991 The Heronstone Institute

68.27
sojun 8
6.170/2.78

The Jungian-Senoi Dreamwork Manual
- S. Kaplan-Williams

68.28
sojun 9
6.171/2.79

68.29
mojun 10
6.172/2.80

4001 La Palma
corner Van Buren
Daniel Groys
Mr. Richards.
~~714 971 3000~~

Jolly Roger
Katella
Harbor

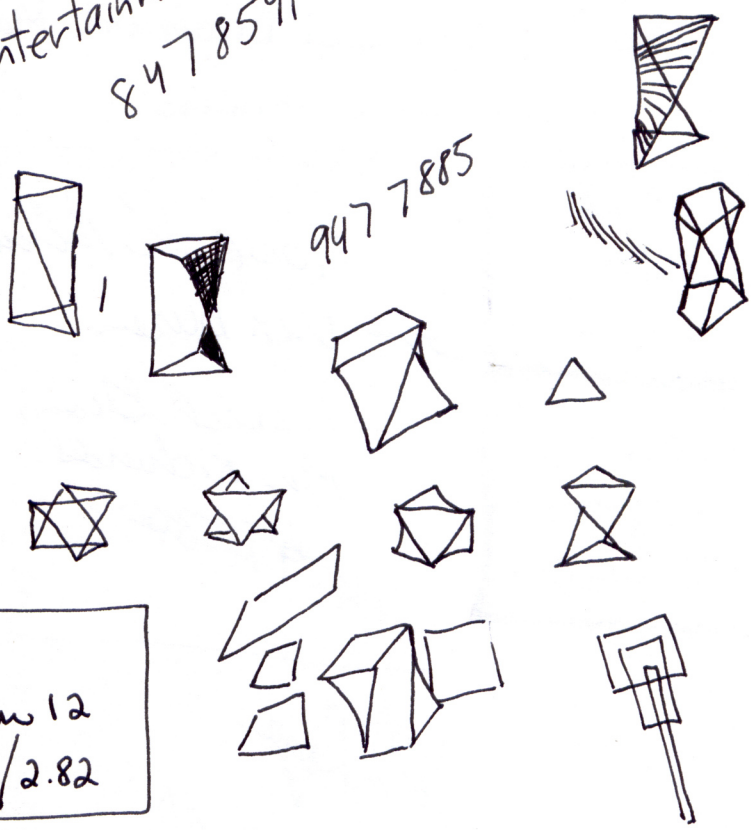
Earl Bell
419 Main St Ste20
HB 92648
wk 963 7697

© 1991 The Heronstone Institute

68.30
tujun 11
6.173/2.81

Entertainment '91
847 8591

947 7885



69.1
wejun 12
6.174/2.82

The Great Good Place
Ray Oldenburg

Universal Patterns
Boles + Newman

Spectacular Vernacular
Bourgeois + Pelos

© 1991 The Heronstone Institute

91104

Doug + Cindy Paulin
1117 Heatherview Dr.
Agoura CA 91301
818/ 597 8929

69.2
thujun 13
6.175/2.83

ESL calls

Jim Dennis Hays of ALI. Who I am speaking with please?

Jane, I need to talk to someone in ~~the~~ P.R. ~~department~~. Can you tell me who's in charge of that department, please?
Could you tell me his first name or what his friends call him.

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Exercizes Homework

PFBV

voiced NOISY

VOICED NOISY CONTINUANTS

NMA

~~the~~
the
then
than
they
them
this
that
these
those
there
their

though
then they threw the thi~~ck~~n
thongs thru that ~~this~~ thicket ~~over~~ there
they then threw the thick thongs
thru this thicket

Ear-Training

Start being nice to telemarketers

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69.3
fr jun 14
6.176/2.84

ESL calls, etc.

If you are enthusiastic when describing THE TYPE OF PERSON I WANT, THOSE WHO FIT THE DESCRIPTION WILL BE INCLINED TO IDENTIFY THEMSELVES VOLUNTARILY.

My name's Dennis Horn,
I'm the pres. of the American Lang. Inst.
If you got two minutes, ~~I'd like to tell you have~~
I can tell you how and why my new method of teaching American Pron. can make a big difference ~~for~~ for the ~~foreign-born in your co.~~ improving P.R. etc.
in ~~personal~~ the lives of ~~the~~ F-Bs and relations with the clients/customers they talk with.

Then may I send you my brochure to look at and I'll call you next week when you're not so busy.

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Paul Rosenfeld
833 9345

69.4
sajun 15
6.17/2.85

Workbook

Send brochure in an envelope with cover letter

"Enclosed please find the inform you requested during our phone conversation ...
Please review this brochure at your leisure and expect a call from me next week later this week

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B+Bs

805 687-2300 Blue Quail

— 965-6532 Arlington Inn

962 1277 Old Yacht Club Inn

966 6659 Ocean Viewhouse

687-2947 Lois Seaview

966-0589 Glenborough Inn

684-5629 George + Jean Harris

805 963-2283 Tiffany Inn

$50.00

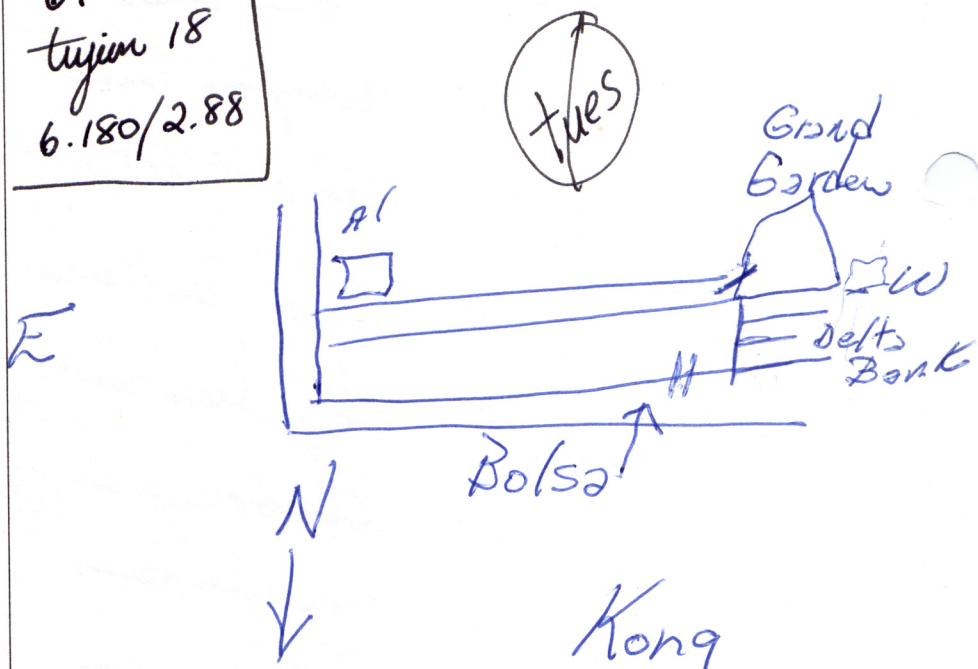
B+B 800-776 9176
800-528 1234
Best West

69.6
major 17
6.179/2.87

ABC Adult School

© 1991 The Heronstone Institute

69.7
tujun 18
6.180/2.88



Kong Young

REI ~~down~~ mummy bag, down
approx 3 lbs, ~~-20°F~~ -20°F
used only ~~5~~ times $200/obo.
a few times

Mr. Ernst sent me

~~Denali~~
down ~~bag~~ mummy bag.
good ~~20~~ to -20°F
~~like new~~
~~used only three times~~

© 1991 The Heronstone Institute

BN??? Paul Lilliott
213 782 7480

69.8
wejun 19
6.181/2.89

D Walid Qadoumi
714/667-7993

WALYD KADDUMY

69.9
thujun 20
6.182/2.90

down mummy bag
-20°F, approx 4 ~~5~~ lbs,
RE1

~~down~~ a mummy bag, ~~d~~down, RE1
-20°F, 4 lbs, ~~25~~0 obo

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Carney Mobile Mes Medina
962 0967

453 2495

69.10
fyjun 21
6.183/3.1

69.11
pajun 22
6.184/3.2

Black + Haynes
Sheet

Euclid
Chapman

Bob Fraser
Santa Ana attorney
set up Environment Section
of bar association

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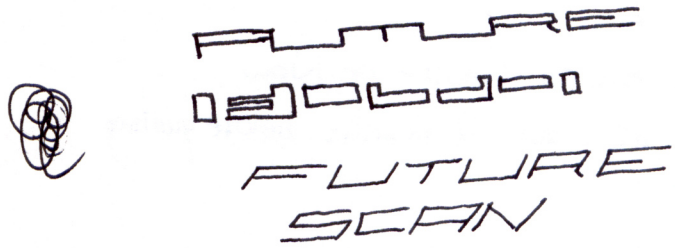
69.12
mujun 23
6.185/3.3



topics for Roger

English takes over
Education
Science
Computers

thought

DAT

thin

then

69.13
mojun 24
6.186/3.4

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ENET ploy

1. quit smoking
2. give ½ saved money to ENET

---

the plan
switch to Carlton or Now
for at least 2 months before quitting

69.14
tujun 25
6.187/3.5

The Mother Tongue
Bill Bryson

69.15
wejun 26
6.188/3.6

69.16
thujun 27
6.189/3.7

69.17
frjun 28
6.190/3.8

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Arthur Compton ESL.
S.F. pronunciation

David-Stearns, L.A.

69.18
sojun 29
6.191/3.9

69.19
sujun 30
6.192/3.10

teacher ESL
Sylvia
657-1165

852-7361
teach computer users.

© 1991 The Heronstone Institute

7544

gendo ad again

teach Karzynski

---

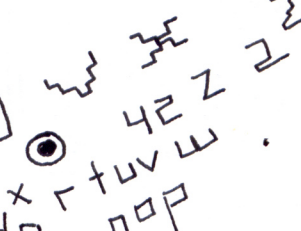
gendo for business

2 ~~or~~ 1-hour sessions

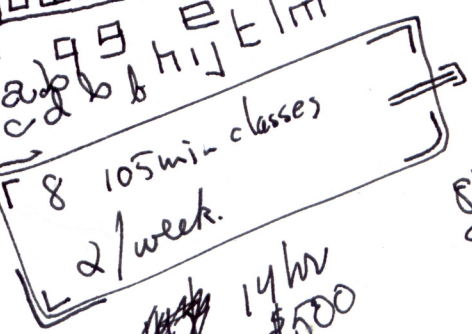
~~$400~~

5 red belt

1 orange belt



69.20
mojul 1
6.193/3.11



$500 —
~~8~~ 2 hr sessions
4-6 people 500

48

8 x 50 = 400
100 500

~~14~~ 14 hr
$500

840 min
840 min

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7546

$80/hr $800.00 4 wks. 105 min

Intro. 8 2-hour sessions (2/wk)

practice 4 2hr session (1/wk) ? min

4 wks.

$62.00/hr $500.00

[redacted]

AL
BL
CL
EL
FL
GL
IL
KL
OL
PL
SL
UL

[could
[cloud PLAID
[liver PAID
[~~cuit~~

⊙

[LEARN AMERICAN
[PRONUNCIATION
~~FAST~~. ~~BREAKTHROUGH~~ NEW METHOD
max. 6 per class
taught at your location.
Money back guarantee.
714/893-3702
THE AMERICAN LANGUAGE INSTITUTE

①

69.21
tujul 2
6.194/3.12

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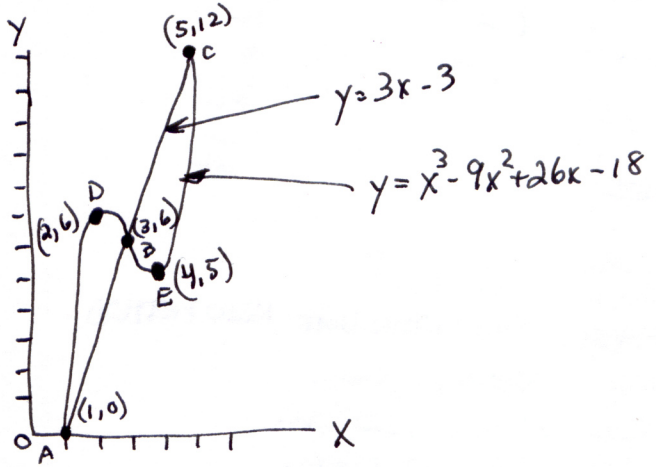
gendo — more smart = less stupid

good clear thinking unencombered by stupid erroneous assumptions won't guarantee success

But stupid fuzzy thinking loaded with erroneous assumptions will in and of itself assure failure.



69.22
wejul 3
6.195/3.13

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Grammatik
Correct Grammar
John willget'em

69.23
thujil 4
6.196/3.14

book marks for new age stuff

28.8kg / 6.45cm²

64 lb/in² = 4.4 kg/cm²

5.5
2.5 kg/cm² ≠ 35.5 lb./in²

1 lb = .45 kg

1 kg = 2.2 lbs

1 kg/cm² = 14.2 lb/in²

1 lb/in² = .070 kg/cm²

1 in² = 6.45 cm²

1 cm² = .155 in²

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7548

space/time
body/mind
emotion/intellect

Roget's thesarus

69.24
fr jul 5
6.197/3.15

create a metric conversion chart:

vol	liter
length	meter
weight	gram

LEARN AMERICAN PRONUNCIATION

YOU CAN LEARN AMERICAN PR

YOU CAN LEARN AMERICAN PRONUNCIATION

YOU CAN LEARN AMERICAN PRONUNCIATION

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Display

2"x2" = $48 each time

1" 1"

= $24

Class.

3 lines 3 day $20

AMERICAN 6" 30

PRON. — 24 80

6 line 3 - 23

6 40

24 120

9 line

1 1/4" = 1 col

$18/time

Class in display 3 col

© 1991 The Heronstone Institute

18

YOU CAN LEARN
AMERICAN
PRONUNCIATION

$700 8 meetings
$400 4 meetings

YOU CAN LEARN
AMERICAN
PRONUNCIATION

BREAKTHROUGH
NEW METHOD
SMALL GROUPS (3-6)
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OFFICE OR HOME

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A.L.I

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Korea Central Daily

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Class

3 lines 6 Times 30

7 lines .6 Times 60

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69.25
sajul 6
7.198/3.16

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764-0085

40 100%
20 50%
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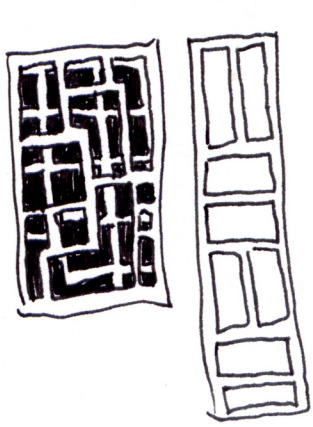

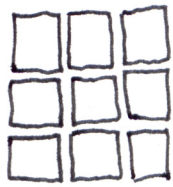

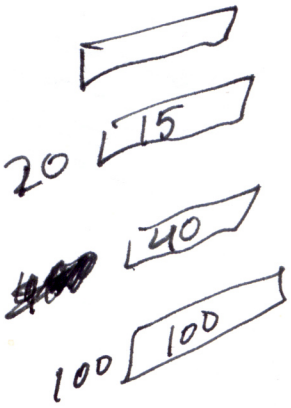

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69.26
mojul 7
7.199/3.17

9 - 7
10 - 1
11 - 5
7 - 7
8 - 1

1/12" grid in ILLUSTATOR 3

2 cm grid

4 cm x 15 cm OR 6 cm x 20 cm

69.27
mojul 8
7.200/3.18

Math as a form of human behavior

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69.28
tujul 9
7.201/3.19

The Centre on Geopolitical Studies
Laguna Hills

East of Eastan 4th
Spring 5th Rtan Spring
East

69.29
wejul 10
7.202/3.20

LATC
627 5599
B.O.B.

23
28 sat

70.1
thujul 11
7.203/3.21

514 Spring T-S 9am
2:00 Alexandra
521 Spring
$3

family education for
intelligence
gendo for families
materials plus teachers

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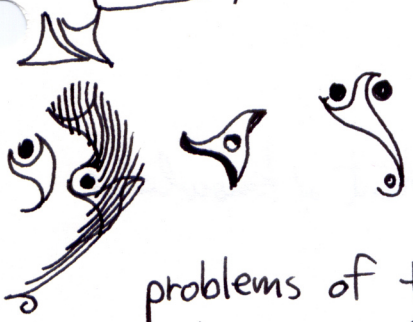
70.2
thujil 12
7.204/3.22



problems of the primitive structure of English

- is
- ALL
- the

★ The / A fundamental distinction between human life and animal life

Time-binding
written language

8:00 w - sat eve
2:00 this sat + sun
next sat

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70.3
sojul 13
7.205/3.23

e.g. roman numerals
arabic notation

★ Again —

the only possible content of knowledge is structure.

gendo -

more smat = less stupid
debugging English
Earthling
programmers.
markets
Computer Companies
Engineering
~~Data~~. Science
Construction
Law
Medicine

products
gendo
pronunciation
EMet
Bookmarks

70.4
sojul 14
7.206/3.24

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mis-evaluations

DO YOU KNOW WHAT
THE MOST DANGEROUS
3-LETTER WORD
IN ENGLISH IS?

abuse "the" in the Brochure

Quotes

- ~~Watslawick~~ For it is known...
- If you think in English...
- Truth hath better deeds...
- Anyone can spot wrong answers.
- When the only tool...
- Nature, to be commanded...
- The map is not....
- Truth emerges more readily...
- Its not what you don't know...
- A new scientific truth...
- Chance favors ~~the~~ a prepared mind.
- Never attribute to malice...

Red Belt

2 45 min ½-hour classes
$200 plus 10 per person

Its wrong 94% of the time
70,000

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70.5
mojul 15
2.207/3.25

"What They Know About You"
Asbell & Wynn

pizza hut
pepperoni / mushroom / green pepper

ham / pinapple / olives
~~5546666~~

~~539 2121~~

3735599

~~delete~~ ?

70.6
tujul 16
2.208/3.26

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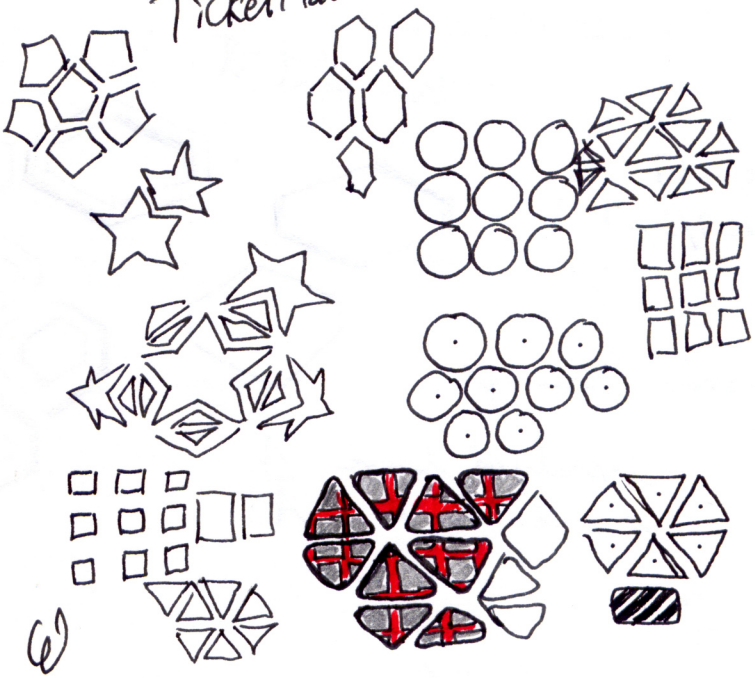
Music Plus
12085 Brookhurst
TicketMaster



Orange belt →

{ wisdom machine
{ multiordinal terms

levels of abstraction

This is not an idea!

distinction
falsehood – nonsense

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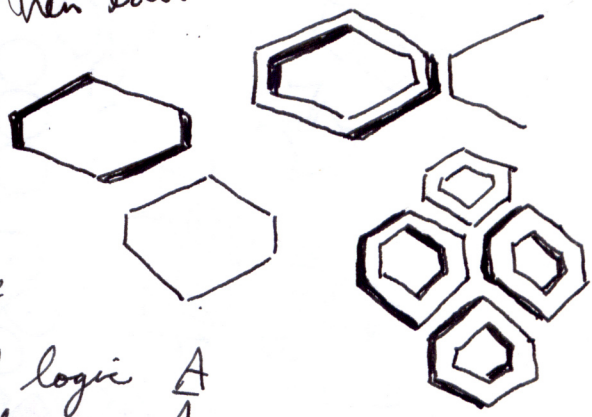
All problem-solving begins with a
WRITTEN STATEMENT OF A
★ PROBLEM/QUESTION
then edit it.

70.7
wejul 17
~~7~~.209/3.27



gendo orange

2-valued logic A
∞-valued " A

4 is

1. identity
4 2. predication
4 3. existence
4. auxiliary

70.8
thiyul 18
7.210/3.28

debugging English beginning
by eliminating the most
dangerous and obvious structure

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Ā

"I" as an old elementalistic term should/could be replaced by ... ?

I said ...
it said ...
it was heard ...
it was spoken ...
Dennis' L.M. said ...

---

historical importance of the term "heat"

jeet? Did you eat?

noju? No did you?

through
ORU

70.9
frijul 19
7.211/3.29

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70.10
sajul 20
7.212/3.30

gendo homework

tape - count the thes

written essay to edit

70.11
sujul 21
7.213/3.31

friendship
love
self
family
sex
comrad

70.12
mojul 22
7.214/3.32

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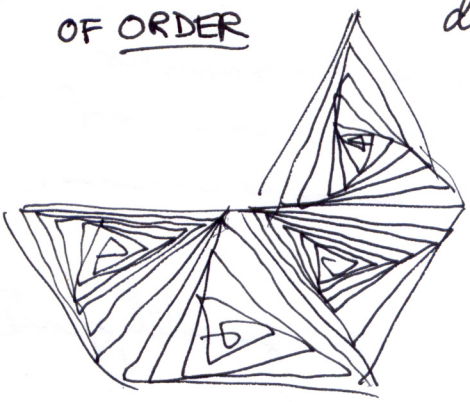
gendo - propositional functions
variables

THE IMPORTANCE OF ORDER

$x + 7 = 10$

democracy is good.



smart guy
100 - cell
brain

The last word in this sentence is black.

KTN
7
96.1 FM
Korean

FOX 1

70.13
tujul 23
7.215/3.33

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7564

70.14
wejul24

7.216/3.34

gendo – L. is what distinguishes us from animal/intelligent use of L. leads to success.

quality of language = quality of intelligence

In particular there is one word in English that carries with it unconscious assumptions that (according to my research) are wrong 94% of the time

the quality/precision etc of lang. that occurs in a group determines the success of the group's goal oriented behavior.

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sand in the oil of intelligence

as times get more difficult — precise language/thinking will become more important.
gendo. I red

2 - 45 min classes

the/ 2-valued logic
all
only
never
same
should
always
fake verbs/nouns/etc
prop. functions
is

list benefits

- eliminate the neg. effect of thousands of unconscious erroneous ass. — every day.

learn to more clearly distinguish between fact + inference

different languages (computer) are suited to different tasks — C, LISP, COBOL, etc. English has a structure too, and it is not conducive to clear thinking, analysis and accurate representation and communication

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gendo

for the first time in history
people outlive ideas

70.15
thujil 25
2217/3·35

gendo
the same kind of problems structures
reoccur again + again.
different people - different
circumstances - same structure
these problem can be dealt with
individually but it's much more effective
to prevent the emergence of "types"
of problems by eliminating the
source of the problem
linguistic

eliminate entire classes
of problems - not just one at a time

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When a team of programmers are developing a new language; they go through a process of debugging the language — making sure all the ends meet and there are no endless loops to get caught in.

The same process needs to be done with English. ~~Dennis Harm~~ ~~Heronstone Institute~~ has been engaged in debugging English. In 20 yrs of research some of the discoveries were startling — e.g. the most dangerous-to-believe word in English — a single simple common word the everyone utter hundreds of times every day and that carries with it unconscious assumptions that are wrong 94% of the time.

The error of assuming that because there is a word — there must therefore be a "thing" corresponding to it.

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gendo.-ned

end class 2 withwisdom machine.

RELATIONS

- symmetrical: sibling ~ spouse
- non-symmetrical: brother
- ~~ass~~ asymmetrical: father

- transitive: after, before, greater, etc
- non-transitive: dissimilarity
- intransitive: father

→ can these be reduced to expressed in subj/predicate language OR 2-valued logic

English as a lang. for thinking

DONT BELIEVE EVERYTHING...

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70.16
fjiel 26
2.218/3.36

Big Words on Brochure

— NOW CONSIDER —

- ENGLISH AS A LANGUAGE FOR THINKING
- IF YOU THINK IN ENGLISH, YOU'RE CONFUSED!
- GENDO IS TO THINKING WHAT AIKIDO IS TO SELF-DEFENSE

THE QUALITY OF LANGUAGE IN A GROUP DETERMINES THE SUCCESS IN ACHIEVING THE GROUP'S INTENTIONS/GOALS/ETC.

- YOU DON'T HAVE TO BE A GENIUS TO THINK LIKE ONE.

N = infinite speed of light

$\bar{N}$ = 186,000 mps

A = infinite speed of thought

$\bar{A}$ = 155 mph

---

a small number of underlying structures (bugs) in English are responsible for a great number of mis-evaluations leading to unhappiness, failure to achieve goals, etc.

— Intelligence as a set of teachable skills

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the business climate is getting more chaotic, unpredictable, etc. Each person's contribution to the team is crucial.

The linguistic environment in an organization is one of the most important determining factors in a company's success.

~~Excel~~ gendo unnecessarily
benefits - less limiting/restricting ~~ideas~~ dead-end thinking

a new clarity about the nature of language and it relationship to thinking, problem-solving, intelligence, creativity, etc.

the truth
the answer
the reason
the way it is

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we live in delusional worlds created by the primitive structures underlying English.

70.17
sajul 27
2.219/3.37

brochure - gendo
many people study karate, Tae Kwon Do, Aikido, etc. because they feel a need to be secure from attack/confident in the domain of physical environment. But even though we read a great deal about physical attacks - Most of us a never physically in danger. Other reason - the discipline, the joy of using your body effectively, We are constantly under attack in the linguistic environment. advertising bosses, employees, customers, applicants, etc lovers ~~wives~~ husbands spouses children parent - manipulation but the most dangerous sources of

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linguistic pollution is our own language machine - the one inside our own skulls.

sand in oil

A major component of what we call "thinking" is in fact talking to oneself. thinking is a muscular - physical activity and may be trained much as a person can learn swimming or any other muscular activity.

the underlying structure of English is thousands of years old and riddled with inclusion etc assumptions.

If you think in normal wild English you're confused.

Gendo is to thinking what ~~thinking~~ Aikido is to self-defense.

---

2 45 min classes. gendo
$200. red belt.

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gendo seminar
thinking as a muscular activity.
(A)(Y)

70.18
sujul 28
2.220/3.38

possible gendo clients.
A. VERDIX CORP. ANAHEIM - DEV COM LANGUAGES
★ 1. Allergan Inc. in Irvine
new R+D section in a new
separate building in Irvine
2. Beckman Instruments. Fullerton

Herson Stone & Associates
HSA HSA

working groups can dramatically
alter the quality of their day.

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7574

Contact

Gene Scott

pres. of Inventors Forum N.E.P.?

pres. of MacroSearch Corp., Irvine

---

gendo brochure

WHO is gendo for

any team of people working together on a complex project.

scientists

large system analysis

management teams.

Tom Peter's Quote in Reg. Bus. Rest.

WHO CAN BENEFIT FROM GENDO

groups engaged in creative problem-solving - when new questions are needed

Anyone can spot wrong...

software engineers
architects
marketing teams

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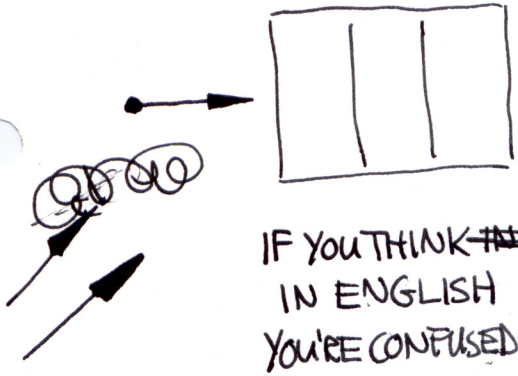
math as a form of human behavior

70.19
mujul 29
2.221/3.39

Make home video for T.V.



IF YOU THINK ~~IN ENG~~
IN ENGLISH
YOU'RE CONFUSED.

rent	325
utilities	~~60~~ 60
Food,in	150
Food out	50
Fone	50
laundry	5
Entertain.	25
Car	90

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7576

PƎFΛ
DUOΛ

★Possible Gendo Clients

- Office Technologies Group
  ↓ Comm Center in Long Beach
  Frank Cottle – Managing Partner
- Michael Brandman Associates.

70.20
typil 30
2.222/3.40

gendo orange
Cause + Effect

Ed Sulzer
897 5404

---

determinism vs indeterminism
OR
∞-valued determinisms

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70.21
wejul 31
2.223/3.41

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FULL TIME SPEECH & LANGUAGE SPECIALIST

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HSA
HSA
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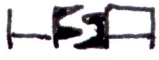

Pacific Rim Language Institute
~~Hacienda Heights~~
George Wang 818/964-0888
1721 Fullerton Road
Rowland Heights 91748

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gendo

A.K. quote on page 224

---

gendo homework

Opinion section of newspaper

People you don't like.

Kathy Kreb
PowerPoint
852 1717

---

list of multi-verbs

can
do
make
get
give

---

gendo ~~gloss~~ two ...

wisdom machine

~~to~~ have students really fill in the blanks

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genko end of class one

please don't tell your comrads about "the". And if you do - then do it well - sturgeons story etc.

70.22
thang 1
2.224/3.42

70.23
frang 2
2.225/3.43

Universal Specialties
817/738-5299
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76116

a big problem:
the objectification of 3-D space
"space" in a linguistic concept.
no such "thing" as space

~~Quality Artworks~~
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Hatfield PA 19440
800/523-2306

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70.24
satang 3
2.226/3.44

70.25
sunang 4
2.227/3.45

70.26
mang 5
2.228/3.46

gendo clients

The Post Group - L.A.
post-production video co.
Stewart ~~Dickson~~ Dickson

computer graphics to 3-D sculpture

70.27
tang 6
2.229/3.47

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Sing / Plural

count / uncount.

+ / —

some any many
a little / much / a lot of

ESL

He doesn't need it.

DEN

DEZNT NYDIT

NNNNN

70.28
wang 7
2.230/3.48

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Stit
Pg 3 #1 fiscal 90
or last 12 months.

---

gendo quotes

Sacks - pg 61

---

gendo

CREATING A NEW "SELF" AS PROGRAMMER
OF YOUR OWN L.M.

A NEW "STATE OF BEING" -

70.29
thoug 8
6-231/3.49

A NEW
ATTITUDE
TOWARD
LANGUAGE

Science Teacher
714/895-3966

People to ask about brochure.

BILL GLAZER
RICK GRAVES
LIZ McDANNEL
BRIAN MILLER
ROGER SELBERT
DAVE THURSDALE

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NOTE TO DENNIS

GET ON THE PHONE
CALL PRONUNCIATION CLIENTS

GENDO BROCHURE

THOUGHT = LANGUAGE

LINGUISTIC STRUCTURE DETERMINES THE KINDS AND QUALITY OF THOUGHT THAT IS POSSIBLE.

FLAWS IN L. STRUCTURE APPEAR AS FLAWS IN THINKING, PROBLEM-SOLVING
DEGRADATIONS CREATIVITY, ETC.
FAILURES
ETC.

English is flawed
gendo is a disciplined approach to removing the obstacles to clear thinking + accurate communication, creative, empowering analysis

---

the "structure" of self.
"I" as a figment of language.

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Language is not "in" a person.
It's in the world.

Call
Donna Roberts
Awards Dept
714 241 3850
Called 830 PM
Thurs

71.1
fraug 9
6.232/3.50

SDA L.C.

Computer Mac II ci
Laserwriter ~~II~~ NTX
19" monochrome.
13" color
~~Overview~~ Panorama.
English 900
500/wk

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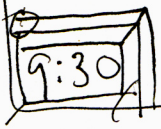
Stephanie Rogers
Temperament Research Institute
personality-testing firm
in Huntington Beach.
gendo client

gendo
a fundamentally
new way of
thinking about thinking

I haven't got time to
sharpen my saw.

2790 Skypak Dr.
Ste 115



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71.2
satoug 10
6.233/3.51

Nymphotic Zytron

NYMPHOZITRON

827 2018

IEEECHIP

PW EVOLVE

User # #17

71.3
sunoug 11
6.234/3.52

71.4
moug 12
6.235/3.53

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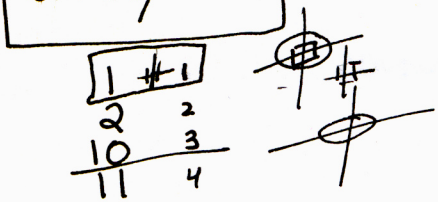
71.5

tang 13

6.236/3.54



1	1
2	2
10	3
11	4
12	5
20	6
21	7
22	8
100	9
101	10
102	11
110	12
111	13
112	14
120	15
121	16
122	17
200	18
201	19
202	20
210	21
211	22
212	23
220	24
221	25
222	26
1000	27

B_3

13
×11
12
12
202

look up "so" "because"

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SOME PEOPLE CAN'T HEAR.

SOME PEOPLE DON'T LISTEN.

list ANIMAL'S SOUNDS

dog
cat
cow
crow
clock
bird
crash - kwang

Go to church
school
Anaheim
bed
hell
heaven

Go home
abroad
downtown
crazy
fishing
out
in
over

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~~71.6~~

71.7
thaug 15
6.238/3.56

71.8
fraug 16
6.239/3.57

? Gendo clients?
Standard Logic Inc., Anaheim
PDA Engineering, Costa Mesa
Comarco, Inc. Anaheim

gendo orange belt

deal with specific words/phrase

1. REALITY
2. SELF
3. I
4. truth

71.9
saturg 17
6.240/3.58

BDG R
PTK L
BIG
I
PTK

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71.10
sunaug 18
6.241/3.59

71.11
maug 19
6.242/3.60

Sinsuka
1902-1967
Isaac 1949-1978
Carmen ~~1949~~
Sinsuka 1902-~~1967~~
wife + mother

Keeping Watch, Michael O'Malley
The Real World, Morton F. Reiser
Unbounding the Future, K. Eric Drexler
Chris Peterson

Donna Roberts
241 3850

thm 8:59

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QWERTYUIOP
ASDFGHJKLj;.
ZCXBVMN

11301
Acacia
North
G.G.
Euclid
2nd
Floor

Merry Christma

ÐJΛLGONSƎΛTAN

ΛLASUN
YAHK police 741 5704
alicon 741 5810
Jauch

Carrie
CoastFedBank

558 4115
State labor board
213 590 5044

71.12
taug 20
6.243/3.61

Policy Service
20 cent L
6301 Owensmouth

28 Civic Center Plz
Rm 625

Santa

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71.13
Wang 21
6.244/3.62

213 865 1335
Future Tronics stores
Robert

Sharp Travel Clock Calculator
(29.99)

#1609

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Korean
Radio
am 1300
fm 96.7
Kor am 1190

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SCE 714 835 5200

Dan H
DEQUTIA agent.
0793849
Call 2:50 | 8.21.91
pm.

$29.00

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Cerritos CA 90702-6255

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1st Floor
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L.B. CA 90801
Acct* 5629405277416

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acct #3171684

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from 101

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~~4821~~

241

805/643 5100

Call before brock

71.14
thoug 22
6.245/3.63

Gendo clients

Fluor Corp Irvine

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ZYZZYZY

"Z" is easy

"Z"s easy

ZYZYZY

Raging Waters

213 902 9314

Dec 28-29

Terry Finton

Entertainment Network

2nd message

771 0500

Mike

963 9936 &

965 1938 eve

Airline ticket

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7596

X	0	1	2	3	10
0	0	0	0	0	0
1	0	1	2	3	10
2	0	2	10	12	20
3	0	3	12	21	30
10	0	10	20	30	100

1024 256 64 16 4 1

3 — 3 3 2 1 0 2

10

11 — 2 1 , 1 1 2

12 — 2 1 3 3 0 2 1 0

13 — 3 3 2 1 0 2

20 — 3 3 2 1 0 2

21 — 1 1 1 1 2 , 2 0 3 0

THE IMPORTANCE OF MATHEMATICS
HISTORICAL

MATH AS A LANGUAGE/STRUCTURE

" " " HUMAN SYMBOLIC ACTIVITY

THE CALCULUS

65536 4096 1024 256 64 16 4 1

1 1 1 1 2 2 0 3 0

16384

65536
16384
4096
1024
512
128
12

87,692
87692

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THE MAP IS NOT THE TERRITORY.
THE WORD IS NOT THE THING.
THE ONLY CONTENT OF KNOWLEDGE IS STRUCTURE.

71.15
ploug 23
6.246/3.64

UNIQUELY HUMAN

PHILIP LIEBERMAN

71.16
satoug 24
6.247/3.65

PREYD
PREYD

PREYD
PREYD

FNLY
FLY
FL
FLY

Filemaker Pro

© 1991 THE HERONSTONE INSTITUTE

7598

71.18
maug 26
6.249/3.67

PRONUNCIATION
CLASS

IFYU KAN RYÐ ΘIS

~~YU KAN SPYK YAGIS~~

IFYUKANRYÐΘIS

S
H measure

MEJR

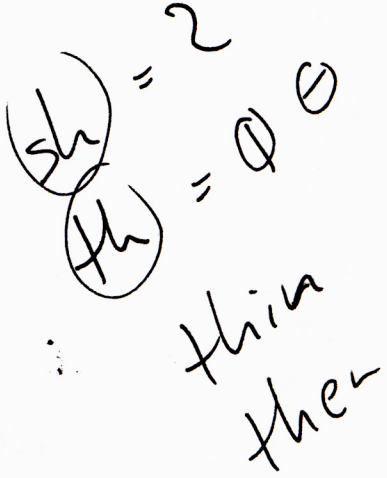
MEⱯJR

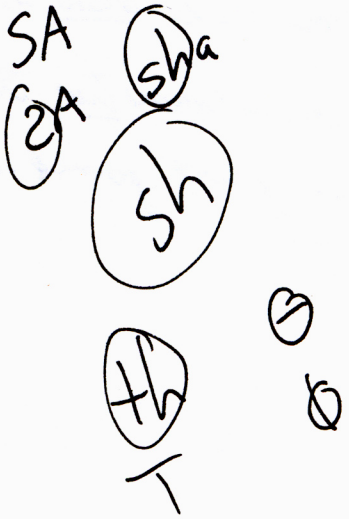
ⱯJA

© 1991 The Heronstone Institute

deaf

ASL





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MICROCOSMOS

LYNN MARGULIS, DORIAN SAGAN

THE PLAY OF WORDS

RICHARD LEDERER

71.19
tang27
6.250/3.68

71.20
wang28
6.250/3.69

gendo is not a matter of "truth".
chess is not more "true" than checkers.
Arabic numbers are not more "true" than roman numerals.
Its that the rules of each games lead to unique results.

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IT'S NOT WHAT YOU BELIEVE THAT MAKES YOU CRAZY. IT'S THAT YOU BELIEVE!
IT'S BELIEF, ITSELF, THAT MAKES YOU NUTS.

THE INFECTIOUS THEORY OF LANGUAGE

ENVIRONMENTAL LINGUISTICS

1.36.50.0.13.

1.36×10^{8}

136,00,000

136,000,000

1.36×10^{8}

136,000,000

22000000

136
22
272
272
2992 3000
2 1

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① ②

왜 [redacted]구 외 [redacted]구

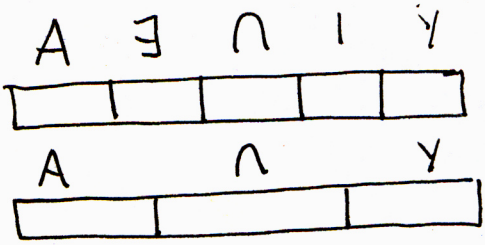
(Japanese invaders) (

왜 식 외 식

왜 놈 외 놈

돼 다 되 다

71.22
fraug 30
6.253/3.71



© 1991 The Heronstone Institute

71.23
saturn 31
6.25#/3.72

JEFF BERGMAN - VOICE GUY

SUNDAY - PACIFIC SYMPHONY

IRVINE MEADOWS AMPHITHEATRE

Talk LANGUAGE/DRUGS

No. 1 holder of
Red Belt in
the entire history
of the Universe

Just say "KNOW"!

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71.29
sunspot
6.255/3.73

Footnotes

NOT ONLY
DOES
THIS certificate
~~he~~ declares th
that

---

is a holder of the red in gendo
but
in addition ~~to that~~
(This Certificate)
also declares (truthfully) the
John Whitfield is
THE FIRST
holder of a red belt in gendo
in the
ENTIRE
HISTORY
OF THE
UNIVERSE
(as far as we know
on Sep 22 1991
real time 72.15 (~~16~~ -3.0)

1-1

serial number
100000
1.3.4

11 2
12 3
13 4
14 5
15 6

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72.15/68

72.15/6:3.0

IN MAHARISHI'S GRAMMAR SCHOOL KIDS STUDY ONE SUBJECT ALL DAY FOR SEVERAL WEEKS – THEN MOVE ON TO ANOTHER SUBJECT.

9.9.2 AYV HADINRBADY
AYUEN+YORL3V

ORANGE BELT

practice
- self-reference
- silence

theory
- 2-valued logic
- written assignments

research papers
proposals

- ALL
- "TO BE"
- WISDOM MACHINE
-

THE SHORT (GROSSLY OVER-SIMPLIFIED) EXPLANATION.

1. L is what distinguishes us from parrots + petunias
2. ~~the structure~~ Since the map is not the territory – the word is not the thing –
   ∴ structure is the only content of knowledge
3. THE STRUCTURE OF ENGLISH IS NOT-WELL-FORMED FOR CLEAR-THINKING AND ACCURATE/EFFICIENT COMMUNICATION

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4. gendo is THE answer
EARTHLING

5. less stupid = more smart

less stupid is easy
more smart is a little more difficult

MARKET GENDO TO TEENAGERS

DOCS TO GENERATE

- gendo brochure
- Invitation to talk
- Red belt J.W.
- outline of talk

reg. numbers
assigned in alphabetical order
at time of "graduation"

Do part #1 for free
If they want a belt
come to session #2

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71.25
mosep 2
6.256/3.74

THE SUCCESS OF AN ORG. DEPENDS ABSOLUTELY ON THE QUALITY OF THINKING DONE BY ~~THE~~ INDIVIDUAL PEOPLE IN THE ORG. WHO ARE THAT ORG!

---

gendo marketing
we're living in an environment that is becoming increasingly intelligent.
We can't afford our primitive linguistic stupidities any longer.
~~Kinds~~ articles
Register

Useless old distinctions
living / non-living - artificial life -
human / animal
natural / unnatural

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gendo brochure

THE GROSSLY OVER-SIMPLIFIED
BUT ESSESTIALLY (TRUE)
STATEMENT OF THE THESIS

*

IF YOU WANT TO MAXIMIZE INTELLIGENCE/etc.
WHAT YOU SHOULD DO.

YOU SHOULD TRAIN THE PEOPLE IN YOUR ORG. TO ELIMINATE AS MUCH STUPID ENGLISH AS POSSIBLE.

NOT MAN - BUT LANGUAGE IS THE CROWNING ACHIEVEMENT OF EVOLUTION

EARTHLING

START WITH BASIC ENGLISH - 850 WDS.
ADD "NECESSARY" WORDS +(2000)

TRY TRANSLATING OTHER WORK INTO EARTHLING.

We don't have a choice as individuals
You
Humanity/our species has chosen
the Way of Language

© 1991 THE HERONSTONE INSTITUTE

TO BE A "RESEARCH ASSOCIATE" OF THE HERONSTONE INSTITUTE — $2000
— 2500
— ?

~~4.5%~~ 5% gross income or
" " or $2250
7% whichever is higher

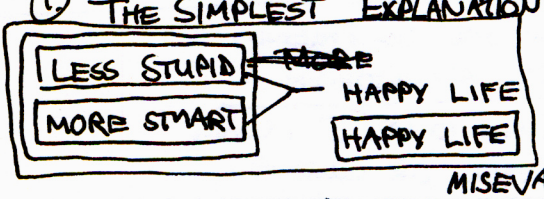
LOOK HERE!
LOOK HERE
言
道
GENDO
THE WAY OF LANGUAGE

71.26
tusep 3
6.257/3.75

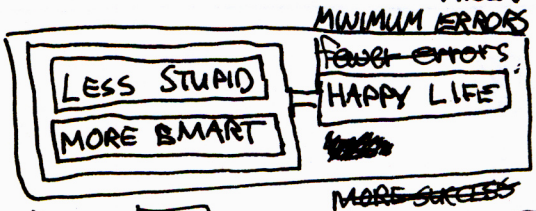
言
道
GENDO

A NEW KIND OF INTELLIGENCE
A NEW KIND OF NONSTUPIDITY

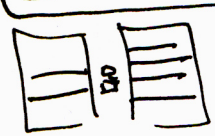
1. THE SIMPLEST EXPLANATION



MISEVALUATION



~~MORE SUCCESS~~
BETTER PREDICTION
MAXIMUM SUCCESS



2. THE STILL TOO SHORT BUT MUCH LONGER EXPLANATION.

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gendo

just as their are "bugs"
in computer programming
languages that cause "crashes"
the same process occurs in thinking
in English.

English is taking over
" " old
" needs help.

DENNIS - CAN YOU BE FRIENDS
WITH A CUSTOMER -
I HAVE TO BE. IF I WANT
FRIENDS OR CUSTOMER

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As individuals we don't get to choose which game(s) we're in. Only how to play the game.

Humanity has chosen the Way of Language. You and I have entered in mid-game.

One of the major factors contributing to our unconscious little stupidities, erroneous assumptions, misevaluations is the stupid old structures of wild English.

Getting the problems at the source so that rather than solving problems you can be good at being good at creating environment/processes where "problems" don't arise. some kinds of

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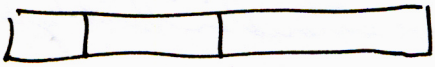
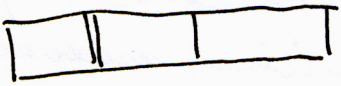
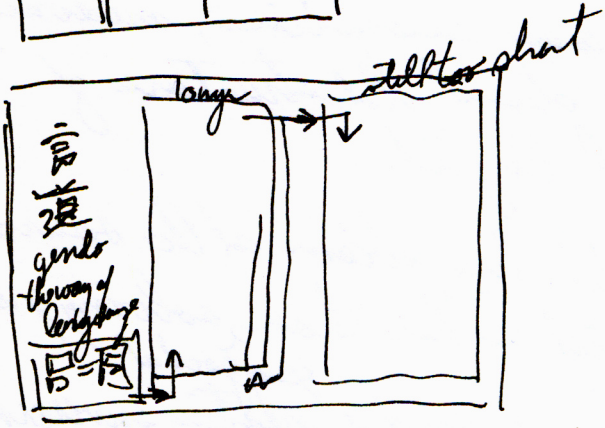
X

$$y(x) + y(x)^2 + y(x^3)$$



$$1 + 2 + 4 = 7$$





LIBREYDYN FATPYAL

THERE IS A TREMENDOUS RESERVIOR OF ENERGY AND INTELLIGENCE BOUND IN FATPYAL.

CREATE A SEMINAR TO LIBERATE.

© 1991 The Heronstone Institute

gender.
A.K. primitive mythologies still hanging around in our language.

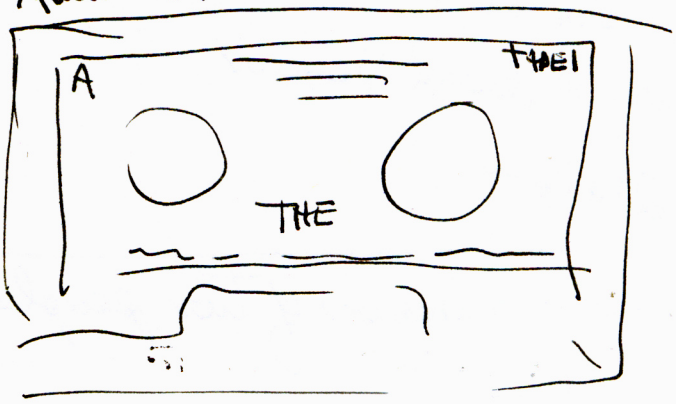
---

toxic thinking
environmental linguistics

CATEGORIES OF LING-ERRORS
Tapes + writing

red 1. THE
orange 2. 2-valued logic
3. all
4. to be
5. emotionalism (pronouns)
6. ambiguity – wisdom machine.

Audio CASSETTE LABELS



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~~7613~~ 7614

71.27
wesep 4
6.258/3.76

GEM THEATER
12852 MAIN ST.
G.G.
12-4 pm TUES-FRI
Yugoslavian Artists

Newport Center Library
856 San Clemente Drive
Newport Bch.
644 3191
Poetry of Howard Nemerov
2:30pm

---

gendo - minimum of two people
$100.00

© 1991 THE HERONSTONE INSTITUTE

Linda
G.G. east of Euclid
663-6305
Lincln Ed. Center

71.28
-thusep 5
6.259/3.77

Tiffany
Souvenir

Ambrosia Cap +
Americana
Cooper Black
EddaCaps +
Eurostile
FreestyleScript +
Gregorian +
IsadoraCaps +
Revue +
Serif Gothic

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71.29
fsep 6
6.260/3.78

gender clients

- FHP
- PacifiCare
- ARCHIVE CORP., COSTA MESA

71.30
sasep 7
6.261/3.79

X + 7 = 10

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Mr Gold administrator
Anaheim General

72.1
ausep 8
6.262/3.80

cassette cost.		400	100	
box	.10	10.00	.19	19.00
box liner	.03	11.01	.03	11.01
labels	.04	16.84	.04	16.84
cassettes	.35	140.00	.35	35.00
	.52			
	x 400			
total	208.00			

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	100	400
box	10.00	19.00
liner	11.01	11.61
labels	16.84	16.84
cassette	35.00	140.00
	72.85	186.85
cost/pr	.73	.47

72.2
mosep 9
6.263/3.81

72.3
tusep 10
6.264/3.82

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9 9-10

~~10~~ ~~3-4~~ 11+12

11 5-6

5 1-2

6 3-8

7 9-10

8 34

SKULL

SGUL

A	∃	∩	⊥	Y
A		∩		Y

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72.4
wesep 11
6.265/3.83

gendo clients

SEDGEWICK JAMES, IRVINE
INSURANCE BROKERAGE
Kathy Quintana, chief operating officer

American Electronics Association, Irvine
851-1133

Rule# 1 English is Stupid
2 t → d
3 (H)
4 N is important
5 Y is important at the end of words

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1 2 3

I II III

IV V VI

VII VIII

IX X

VIII

XIX

8

x 9

72.5
thuaep 12
6.266/3.84

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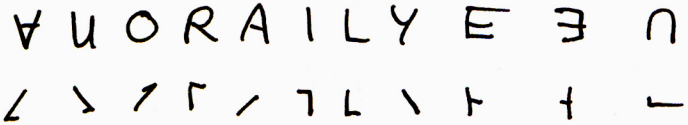
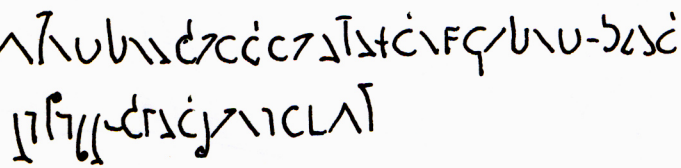
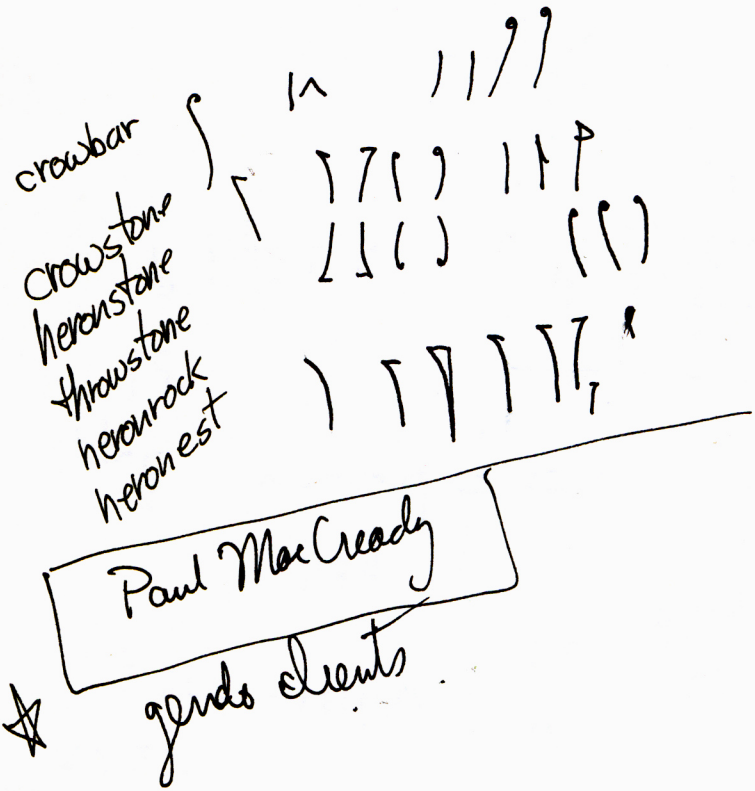
7622

72.6
frsep13
6.267/3.85







Paul MacCready

gends clients

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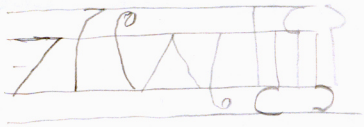
72.7
sasep14
6.268/3.86



manual transmission Dos
automatic Mac

Westland College.

- 3 free classes
- $$ cash for referrals
- discounts for re-enrolling early
- teacher meetings.

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gendo
send interesting stuff to
potential and past clients

WRITE A BUSINESS PLAN FOR GENDO

---

gendo brochure
a little time and money
can make a BIG difference

two ways
partnership —
Boss ———

72.8
sweep 15
6.269/3.87

gendo clients
Chevron/Information technology Co.
La Habra Research Lab

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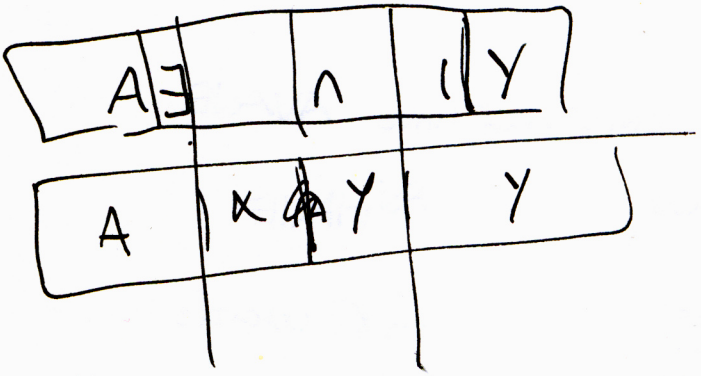
gendo clients

STATE OF THE ART, INC.
56 TECHNOLOGY
IRVINE CA 92719
R+D

CIMCO, COSTA MESA

1	2
bin	bean
slip	sleep
rid	read
list	least
lick	leak
sit	seat



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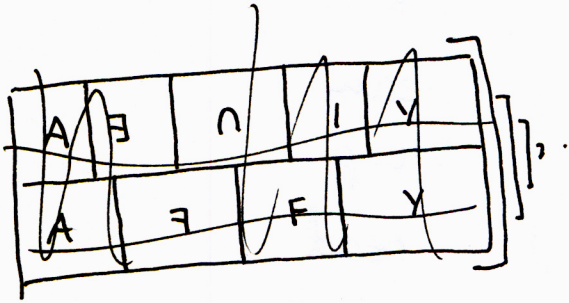
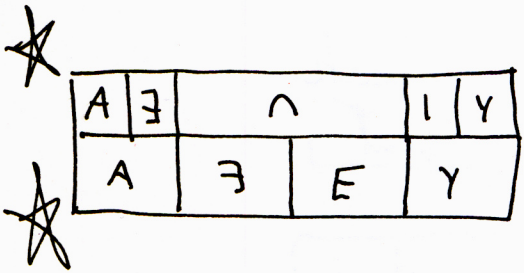
72.9
mosep 16
6.270/3.88

ESL TUTOR $15/h
714 895 5358





15
40
600

ESL STUDENTS MUST HAVE AVANE

HAVE

OXFORD
ADVANCED
LEARNERS
DICTIONARY
ENG/ENG/KOR

AVHAVE

1487 words

1900 words

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Computer IIcx 80M
LaserWriter
Removable ~~88~~ M cartridge

Software
- Excel
- WINGS
- Quark XPRESS
- Words
- Panorama
- Printer (Impact)
- Accounting Software

HAVE
HAVE
HAVE
HAVE

AVALA

ALL
PRODUCT DEFINITION
1. gendo.
2. ESL

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Teach

Manage — use my material to train teachers

Partner —

100
192
12.00 800
10 1000
~~700~~
700 12
21,000

3000

Teacher Evaluation Forms
would you recommend your friends attend Westland College.

12
40
480
500 x 3

1500
4500
3000
7500
8500

test to move ahead
change test

© 1991 The Heronstone Institute

troublem

72.10
tusep 17
6.271/3.89

12
7
84

gendo clients
Hatch Design Group
Costa Mesa

UNBOUNDING THE FUTURE:
THE NANOTECHNOLOGY REVOLUTION
K. ERIC DREXLER, CHRIS PETERSON

---

teaching esl
give small gifts (candy, etc.)
to students at least
twice/term.

---

always tell students they are
doing well.

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7630

-72.11
wlsep18
6.272/3.90

PREPARE QUESTIONAIRE
FOR STUDENTS.
WHAT CHANGES WOULD THEY LIKE TO SEE?

HUMANA
NURSING EDU. DEPT.
SHARON

---

gerda brochure
time are changing fast.
old assumption don't work.
new thinking is necessary
old lang. habit keep us stuck
in old ways of thinking

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$17.50/hr + 20% of
5% of
100,000
10,000
5% profit.

700
2800

200

840 600
180
60
630

Manage - $15/hr 22.50/hr
over 40hrs.

$30 over 48

Plus 5%/Net

Plus 25% increase net next year

Partner - 200/wk

1400/

100 @ 100 = $10,000/mo

120,000

60

20,1900

© 1991 The Heronstone Institute

7632

To Manage

YR ONE

$15/hr up to 40

22.50/hr 40-48

$30/hr after 48

Plus 5% net

Yr Two

Same

Plus 25% net increase

Partner

700/wk

+ negotiate

fonrgrafiks

fonrgrafiks

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We need

1. paint the place
2. computer
3. secretary
4. Budget
5. new format for classes
6. use fonografiks
7. ~~teach teachers~~

72.12
thusep 19
6.273/3.91

ESL
point at mouth for

Θ
V etc.
Z
J

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English Software

vocabulary – easy – dictionary

grammar – easy – programmed text

gendo – easy

pronunciation – ?

---

gendo

we inhabit a delusional world created by the incessant languaging of English. The only reason we have the appearance of sanity is because we share the same delusions and there is enough reality contamination to keep it all going.

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HERON STONE
BALAN MENEN

Education in America

Your old-age is in the hands of morons!

72.13
frsep 20
6.274/3.92

gendo

in an increasingly chaotic, changing, unpredictable world/environment every little bit helps. Removing the stupidities English imposes on our thinking can make a big difference.

72.14
sasep 21
6.274/3.93

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7636

ESL

Pacific Gateway College

9872 Chapman Ave, Ste 17

G.G. CA 92641

534 3342

send resumé

Gretchen

download resumé

72.15
susep 22
6.276/3.94

gendo
the changing busines climate is quickly
South Calif. demands the best from all the individuals in an organization.

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gendo clients
Advanced Logic Research
AST
both in Irvine

Sometimes a tiny investment in the right place can make an enormous difference

more clients
ARCHIVE CORP. - COSTA MESA
WESTERN DIGITAL - IRVINE
MAI SYSTEMS - TUSTIN
FHP INTERNATIONAL - FOUNTAIN VALLEY
PACIFICARE - Cypress
Community Psychiatric Centers - Laguna Hills
LORAL AERONUTRONIC - Newport Beach

gendo
removing the sands from the oil of thinking

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7638

72.16
mosep 23
6.276/4.2 4.1

Digital Equipment Corp.

Manage of Softwa Suppt

John Hanna - Data-Electroni Technician

Genni Gross

72.17
tusep 24
6.278/4.2 4.2

gendo clients

COMPUTER SCIENCES CORP.
EL SEGUNDO

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Book 1

A

OTTFFSSEN

x

E

I

Book 1 short vowel & consonant sounds

(a)		(e)		(i)		(o)		(u)	
AT	at	ED	ed	IM	im	AB	ob	ƎL	ull
AN	an	EG	eg	IB	ib	AT	ot	ƎN	un
AG	ag	EL	el	IP	ip	AD	od	ƎD	ud
AD	ad	EM	em	ID	id	AG	og	ƎF	uff
AP	ap	EN	en	IG	ig	AL	oll	ƎT	utt
AB	ab	ES	es	IT	it	AS	oss	ƎG	ug
AS	ass	ET	et	IL	il	AN	on	ƎB	ub
AM	am			IN	in	AP	op	ƎM	um
AKS	(ax)			IKS	ix	AM	om	ƎP	up
				IS	iss	AKS	ox	ƎS	us
								ƎZ	uzz

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BOOK 2

ending sounds

beginning sounds

SP	sp
K	ck
FT	ft
LF	lf
LK	lk
LP	lp
MP	mp
LT	lt
ND	nd
N	ng
NK	nk
NT	nt
2	sh
SG	sk
PT	pt
T2	ch, tch
ST	st
YN	ing
R	er
NZ	es
BR	br
S	s
Z	s

BL	bl
BR	br
T2	ch
KL	cl
KR	cr
DR	dr
FL	fl
FR	fr
GL	gl
GR	gr
F	ph
PL	pl
PR	pr
KU	qu
SF	sc
2	sh
SG	sk
SL	sl
SM	sm
SN	sn
SB	sp
S	c

R	er
NZ	es
S	s
Z	s

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Book 3

beginning + ending sounds,

SU - sw
Θ - th
TR - tr
TU - tw
HU - wh
SD - st
Ð - th
SBL - spl
SBR - spr
ƧR - shr
SDR - str
SGR - scr
- BL - ble
- D - ed
- T - ed

ĐJ - ge, dge
ĐJ

YΛ - ing
R - er
ΠZ - es
S - s
Z - s

Long Vowel, etc.

EY - a
Y - e
AY - i
OU - o
U - u
EY - ai
OU - oa
Y - ea
Y - ee
ƐY - ay
OU - ow

> ʤ

A - au haul
A - aw law
U - oo
U - ew
Π - oo
Y - ie
AL - all
Ǝ - o love
LY - ly

e ending silent e

A
∀
I
Ǝ
E

∀EIAƎ

OVER →

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Book 3 (cont)

diphthong, ∩, etc

OY - oi
OY - oy
WU - au, ow
Y - e
OU - o
AYND - ind
OLD - old
OST - ost
IR - eer, ear
R - er, ar, or, ir, ur
AY - y cry

It says schwa in book but doesn't deal with it.

Book 4

more vowel + combo sounds

AR - ar
∩ - a about
∩ - u bush
U - u already in ~~book~~ 3
A - al talk
OR - or
U - ou
O - ou four, court, (yourself) ?
ER - air, are, ear

L - le
FL - ful
Z - se nose
S - se false
S - ce
Y - y

YNRSELF

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Book 4 (cont)
Combos + silent letters

K - ch

I - y gym

R - ur pict<u>ure</u>

U - ui juice

R - ear (th) pearl

EY - eigh

E - ea head

ND - ed

NDJ - age manage

YZ - ies

~~SM~~ -

ZM - sm chasm

NN - ain captain

U - o do

LM - lm film

F - ph

GH - silent

R - (w)r

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Book 4 (cont)

prefixes + silent letters

BY (BN) . be- come

RN (RY) - re/do, -call

DN - de fend, vice

PRY - pre game, paid,

IN - in take, let,

(N) - en joy, act
(EN)

∃N - un fit, able

DIS - dis arm, like

MIS - mis fit led

EKS - expert, export, express, Exact ?
EGZAKT

PRO
PRN - program, noun
propel = PRNPEL ?

ND
AD — ad — just / verb — N / A ?

S∃B - sub plot, ject ?

KAM — com — complete
KNM — combat

N - kn

M - mb

N - gn

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Book 4 (cont)

suffixes — silent letters

ABL - able capable

AL -al final

ANS - ance distance (nuance)?

ANT - ant servant

ERY - ary primary

EYT - ate motivate

ANT - ent client

ANS - ence residence

AK - ic atomic

IK

IV ive active

AV

~~ment~~

MANT - ment payment

LAS - less endless

ZAS - cious conscious

YAS - ious glorious

AS - ous joyous

ZAN - tion action

EYZAN - ation location

ZAN - sion tension

(h) - silent honor, John

(t) - silent listen, often

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Book 4 (cont)

suffixes, silent letters, etc.

YAN	-ian	median
AN	-eon	surgeon
OZ	-oes	heroes, goes
NAS	-ness	madness
AE IE	-ish	selfish
YAN	-ion	opinion
E	ch	chef
OR	ar	war warn wart warn
R	rh	rhythm, rhino
EY	ei	vein ~~veil~~ veil
OLT	olt	colt bolt
AYLD	ild	wild mild child (mildew) ?
YAST	iest	happiest
IZM	ism	prism, realism

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Book 4 (cont.)

F	-ugh	laugh, rough, cough
ŋD	ould	rould, would
EY	-et	buffet, fillet
M	mn	hymn, column
Y	i	ski, liter, pizza
G	gu	guide, guitar

72.18

•

IMPORTANT VERBS

make
get
go
run
give
come
do
have
keep
let
put
send
take

a e i o u
~~a e i o u~~

I made a bet for Rudy.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u
v w x y z

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72.18
wesep 25
6. 2778/4.3
279

Mr Rosenberg
213 328 9115

GRA GRAMMAR

1. VOCABULARY - 2000
2. GRAMMAR
3. PRONUNCIATION

GRAMMAR

I am	We are
You are	You are
He, she, it is	They are
I was	We were
You were	You were
He, she, it was	They were

Subject . Predicate
Noun . Verb

IRREGULAR VERBS

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VERBS

one Single — more Plural than one

1 ____ 1 ____

2 ____ 2 ____

3 ____ 3 ____

PAST
PRESENT
FUTURE

SHAKE SHOOK SHAKEN
BAKE BOOK BAKEN

IRREGULAR VERBS
DO DID DONE
GO WENT GONE
DRINK DRANK DRUNK

Nouns

countable — uncountable

PRONOUNS

ADJECTIVES

RED, REDDER, REDDEST

GOOD, BETTER, BEST

– MORE MOST

ADVERBS

-LY

Ⓢ

VERBS

HE SWIMS / SHAKES IT.

HE IS SWIMMING / IS SHAKING IT.

HE SWAM / SHOOK IT.

HE HAS SWUM / HAS SHAKEN. IT.

HE DID SHAKE IT.

HE HE HE HE

© 1991 THE HERONSTONE INSTITUTE

yucky little yellow lights

tin thin

~~tan than~~

~~tate that~~

TYM ΦYM

TIK ΦIK

TAT ΦAT

TIN ΦIN

TИN ΦИN

ΛTΛK ΛΦΛK

BΛT BΛΦ

---

the importance of reducing areas of disagreement/increasing areas of agreement.

1666/mo for 3 mos

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family trainning in gendo language as a source of problems

Pacific Gateway College

534 3342

Michelle ?

~~Rochelle~~

~~72.19~~

72.20
fr sep 27
~~6.280~~
6.281/4.5

THE FIDO DEBATES

Timothy Good(e)

Above Top Secret

© 1991 THE HERONSTONE INSTITUTE

72.21
sasep 28
6.282/4.6

72.22
susep 29
6.283/4.7

gendo clients

Thomas Bros. Map, Irvine

MAI Systems, Tustin

GENDO

WRITE SCRIPTS
PRODUCE HOMEWORK TAPE
" " WORKBOOK
FINISH BROCHURE

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72.23
mosep 30
6. 284/4.8

Reading

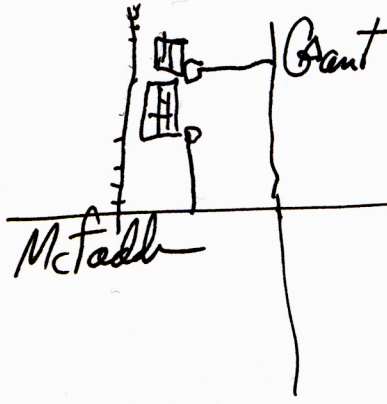
Use Basic English stuff
for reading material.

Grant + McFadden

~~NW~~

NW corner
in back

end of Hathaway



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The store's on the other side of the street.

ESL exercise

ΔΛΘΠΔΛΘΠ
ΔUΘΥ
ΔΑΘΠ
BAVY

© 1991 The Heronstone Institute

Western Digital Corp. Irvine

72.25
WOC 2
6.286/4.10

Ran

SPEL

SD

C SB G G G

B x P
D x T
G x K

B
D D
G

SYLLABLES
SOUNDS

RULE #1
ENGLISH IS STUPID.

WRITING + SPEAKING
ARE 2 DIFFERENT
LANGUAGES

26 letters

~~29~~ sounds
35

some letters or letter combos must do double duty
triple

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7656

Vowel 2-letter combos

ea
ee
ou
oa
oo
ay
ai
oy
eo
ei ie
ai
oi
you
ia
tion

tch
augh
ough
ph
thr
sh
ch
th
tion
ence
ance
ism
ist
ing
-age

72.26
thoc 3
6.287/4.11

Intelligence as a set of teachable skills

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~~call Ed Bilzerian~~

~~Grafix Zone~~

Irvine

72.27
proc 4
6.288/4.12

Mr. Mitchell
564 6754
Ass. Dean
Business Div

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Orange County Pub. Library

Accent Reduction tapes

she say
withhold UIΘHOLD
withdraw UIΘDRA
?

YOU MUST OF BATHED IN TUSK OIL!

YUMƎSDʌBEYΘDIN MƎSKOYL

YUSʌDʌ KAƧDIN ΘʌTƧIPS

Charlie Organ cheerfully chewed chocolate chip chuckies ~~chewies~~ ~~while~~ changing channels all the while.

cheesemobile

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J

BᚢRAJ
GᚢRAJ GᚢRAÐJ
MᚱAJ
KORSAJ
VIJᚢN
MEJR LYÐJᚢN
LYGᚢN
ᚹÐHYJᚢN
DᚢVIJᚢN
TREJR
PRJᚢN PRVRJᚢN
EYJᚢN
KᚢLIJᚢ
KᚢLUJᚢN
SYJR
ᚢROJᚢN

She want to hear the G
in singer like in finger

FYᚴGR

one-runger HENRIKGR
a one-lunger HENIKGR
RYᚴGR or RYᚴR bringer of happiness BRYᚴGR
BᚴGR HᚴGR
HEMDYᚴGR
LEFDUYᚴGR
RAYFUYᚴGR
KLYᚴGR
SYᚴGR
ZYᚴGR

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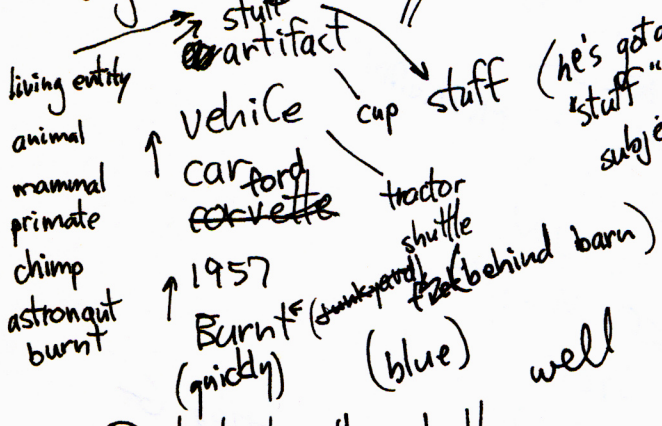
How important is precision of timing?
in articulation

withhold

UI⊖HOLD
UIΘHOLD (this requires greater articulatory precision)

words can be classified as levels of ab...
in addition to parts of speech.

or
degree of specificity / precision of demarkation.



Bob hits the ball
a
went to the store

go
get
give
make
do

I you
we us
me they

meet = make an acquaintance
I met ~~say~~ John
saw with
ate with

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Program title

Emergence English

~~Section~~ I

~~Chapter~~ ↓

English 3

is separate

STUPID pages!

English is STUPID

basic prepositions - 20

adjectives 100

adverbs 50

nouns 2000 → ?

verbs 50 → ?

basic sentences

S V O

S V ADJ O

S ADV O

S ADV V ADJ O

(prep. phrase) PREP.

a prepositional phrase is a sort of adverb!

He threw the ball in the bleachers.

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look for some bright young marketing type in a University to market gendo, esl, etc.

Drills in - go, goto, go to the

- a/an/the
- pronouns

~~I MET~~

I met John.
I met with John.
I saw John.
I ate breakfast with John.
I ate John.
I sat with John at Mimi's.
I went to Mimi's to see John.
" " " " in order to meet with John.

How much must/could I give away

30 20 - ~~business~~ management
30 20 - marketing
40 20 - ~~personnel~~ R+D
40 40 - ~~20~~ ~~20~~ 16 16 19
16+16+17 49 51%

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EMERGENCY
ENGLISH

ESL home work

- pronouncing the sentences.
- records on endless cassettes
- students recite the utterances with the tape.

AYMGƎNΛ GO TUOΠ MARKIT

AYMGΛNΛ GO ΔΠΘΠ MARKIT

72.28
~~sec~~ 5
6.289/4.13

"LYING IN WAIT"
a weird idiom

$~~50~~/hr	for 1	50/hr
$~~80~~/hr	for 2	40
$~~105~~/hr	for 3	33
$120/hr	for 4	30

The 100 hr $ program

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ESL
2 1.5 hr session/wk

16

4

100/wk
2 session/wk
5 ½ hours

3 hrs/wk ~~in class~~ coaching 10 hrs
~~8~~ hrs/wk ~~practice~~ 20 hrs
3 ~~training~~ 40 hrs

~~3 hrs coaching~~
2 coaching sessions
~~2 ½ hr session/day~~ ~~listening~~
~~speaking~~
computer

The World's Greatest List of Home-Business Resources free
Information Publishing Inc.
300 Main St., Suite 288
Huntington, NY 11743

© 1991 The Heronstone Institute

Speaking English is an entirely
separate issue from "knowing" English

I string-walking down the street.

I'm a frayed knot.

I'm afraid not.

International Career Opportunities
Conference.

DOUBLE TREE HOTEL - ORANGE
until 6pm

THE LITE OFFICE
3901 MacARTHUR BLVD SUITE 200
NEWPORT BEACH

752-LITE

© 1991 THE HERONSTONE INSTITUTE

L.A. GEAR plans to take a restructuring charge in the current quarter that will hurt year-end earnings.

ESL Asian Cultural Consultant

Celia Young – Laguna Hills

Hal Hartley Newport Pacific Capital

ESL Brochure

Learning English and learning pronunciation are to entirely different endeavors A person can know English grammar and vocabulary very well and nevertheless be unable to speak and hear well enough to operate effectively in the environment. It's not that they don't "know" english. They haven't mastered the sound production system of English

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It's very important to distinguish between "knowledge" of English – grammar + vocab. and speaking + hearing skills

Many don't really need to learn "English" – they need to learn to train their mouth + ears – a purely (physical skill.)

- knowing English
- speaking + hearing skills

KPFK
9:13 am Sunday
and all of that was your water filled your fields.

72-29
sunoc 6
6.290/4.14

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A
THE TOTAL COMMUNICATION APPROACH

MANY FACTORS DETERMINE SUCCESS OF group enterprise.

a difficult to understand accent (for an american) can't seriously damage human relations. It can be the ★ camel that breaks the back of understanding. American have a low tolerance level for interference and breakdown of comm.

"Knowing" English isn't good enough. There are I know people who can read and write English better than many american. Now ~~as~~ R+W are ← essential factors ... But S+H skills are necessary to create a successful conclusion to the English Acquisition Process.

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ESL ad

You can have the edge over your competitors by ~~speaking~~ being easier to communicate with. Americans have low tolerance for concentration

Mos (offee

Coffee – without the moss

No Mas!

Note to kids

You have to be smarter than your parents and your teachers. Actually, it won't be that difficult. There are a lot of good books in the library (see biblio.)

Necessary but not sufficient

Some are good at learning stuff from books. It's your job to be the teachers. Form groups to discuss

[ENET cells]

Values clarification

© 1991 The Heronstone Institute

Let's face it. We all know that the schools aren't really gonna prepare you for "real" life. They're not trying to teach you WHAT to think rather than HOW to think.

We need your intelligence. Do you have the guts to take on the challenge?

Call Enet- / Will be glad to help you form a group

GENDO: a Macanet that breaks the back of understanding

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Market gendo directly to highschool kids

The World's Most Dangerous
3-LETTER WORD.

The people who are unwilling to support your education with their time + money (taxes) are stupid/unconscious/malicious ignorant. Their future is in your hands. Your generation will be in controll of ~~the~~ this Earth when they are old and in need of help. It's really in their self-interest that they be concerned with the intelligent of the people who will control their world.

We teach you
How to become a confident/competent self-learner.

You can learn to be more intelligent still
Intelligence is a set of teachable/learnable skills.

© 1991 THE HERONSTONE INSTITUTE

Community
~~household~~ training
family training } $100 + $5/pr.
gang training 75 ~~100~~ + $10/prs.
club
cell
unit

75 + 20
~~100~~ + 10
100 + 5

---

the letter.

Obviously only a few of you will actually see the opportunity here to take your education into your own hands - to begin the process of taking responsibility for your future and the future of Earth. ~~Who~~ Who'll be first.

Money back guarantee!

© 1991 The Heronstone Institute

All the adults you know are unconscious/crazy – 90% of there walking ours. May your teaches are unworthy of your. Why do you put up with it.

We need a third "ear" – and jack behind the ear.

You are the generation to come on line as technology reaches infinity.

dumber than a box of rocks

Robert Poole Jr. gurdo
Reason Foundation – L.A.

Since 1991 A.D.

© 1991 The Heronstone Institute

Might be interested in a business plan for gendo — etc.

~~TECH~~

TEKNEKRON CORP.

BEREKLEY, CA

Havey Wagner, founder CEO

In ~~Bass~~ gendo. I you will learn:

- the most STLWIE.
- how to deal with the unconscious pressure/manipulation other try to influence you with.

the ten most danger words in English

- How to stay conscious cool when everyone around you is crazy/in

Meryden McGee

724 9822

73.1
mono c 7
6.29/4.15

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gendo- educational

do today's chaotic business/political/social/etc environment - every little bit helps. Sometimes a "little" thing can make a BIG difference. Often major breakthroughs occur after a relatively minor "insight", recognition, etc lead to major insights/actions/etc. The process of creation in beginning to become known to us. The outline of the structure is emerging. One thing is clear - language is the fundamental process underlying/paralleling/etc. intelligence/creativity/conscious/reality/etc.

a stupidly scavenging machine system

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At end of gendo. pt 2 I say,
"that's it. the filter/system/etc.
is ~~mount into~~ installed in your
mind now. It's only operating
at about ~~25%~~ 5 to 10% efficiency. The
next couple of weeks are crucial
in the future emergence of your mentality
if you feed on this new awareness,
foster it, nuture it, tend it like
a garden you will reap the benefits
in many ways. If you don't you
won't have lost a thing, in fact you'll
be a little less stupid than you
were previously. Your stuck
with this new awareness. You
may not apply it to your own
nonsense but you certainly will
observe it in other people

© 1991 The Heronstone Institute

who disagree with you. And every time you see/hear it in them - you become a little more conscious.

Eventually you'll begin to observe your own stupidity and begin to deal with it, clean it up,

This is how ~~we~~ we save ~~Earth~~ ourselves.

---

gendo part II

They get together for 1 hrs before I get there — to discuss their experience of gendo so far

2 processes to do

Compare homework answers

---

gendo H.S. brochure.

Intelligence is a set of learnable skills

Don't believe the old lie that some of us are more intelligent than others by birth.

Genius can be learned —

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"You don't have to ~~BE~~ a genius to think like one."

the important thing is ~~to be~~ noticing when yours not present.

73.2
tuor 8
6.292/4.16

PAUL KRATZER
working to end hunger in world
free gendo

~~many~~ ~~most~~ of
Your Teachers Are Jerks.
Your Parents Are Unconscious
much ~~most~~ of the time.
they're pretty much like everyone else.

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gendo note on brochure

* this entire brochure is written in read
EarthLing - an altered-debugged
form variation of American English
designed for thinking and accurate
communication - If you don't understand dear
anything its because you are infected
with English - Its not your fault -
you're stupid. But you don't
have to remain in that state.

Because of this brochure, you are
now aware that you have the power
to take charge of your own intelligence
your own education.

You can get out of school and
while that they didn't educate you properly.
Don't be their victim any longer -
You need to know how to think -
how to ask the kinds of questions
that lead to effective action - how
to discover/create what's important to
you - what you really want in life.
how to go about getting it.

© 1991 The Heronstone Institute

you need to learn:

- How to think – not what to think.
- How to ask questions.
- How to figure out whats really important to you.
- What feeling/thinking/etc is really your own and what's been impressed on you by your parents and society.
- Time mngement.
- goal setting behavior
- planning
- Values Clarification

$50 by/for an individual
40 if you bring a parent+ guardian
~~25~~ if you bring 2 parents+
some scholarships available.

© 1991 The Heronstone Institute

Pay $100 minimum of 3 persons.
30
+$20/prs.

$15 if you bring a parent/guardian

(most of ~~all~~)

You're teachers are jerks

Your parents are unconscious
~~98%~~ of the time.
most

That makes them just like the rest of us. We're all jerks at times and unconscious--- It's important that you recognize this truth. We can't afford to be stupid and unconscious, malicious and ignorant any longer. It's the job of your generation to take the leap into intelligence, awareness, consciousness, love and knowledge.

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We're moving from an ego-centered era/ universe to an Earth-centered era/universe. 2000 yrs of civilization is drawing to a close and a new era is emerging — much like a caterpillar transforms into/ metamorphoses into a butterfly. (It's difficult (or even foolish) for the caterpillar to believe its speculations concerning the nature or future course of the emerging butterfly) the caterpillar knows nothing of wings!

H.S. grads
advertise on radio
and High School + Jr. College
Newspapers.

Your teachers are uninspired, uninvolved, unqualified, uncommitted to your future, unconcerned, unwilling to do anything about it.

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#S gends

If most of your teachers won the lottery, they'd quit teaching tomorrow. They have no commitment to education, to you, to Earth. THI is committed to your intelligence because I'm smart enough to realize that the security of my old age rests in your hands. The more intelligent young people the easier my old age will be. If you guys can't handle it, I'm screwed.

I'm not gonna wait the system to do it.

How many of your teachers would show up Monday morning if they won the lottery on Saturday?

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73.3
woc 9
6.293/4.17

Cruttenden & Co. - investment bankers
in Irvine
Conference later this year where investors
explain their policies of investment

World Library in Garden Grove
748-7197
literature on disc CD

Mac Operators nite
738 8331

MicroNet Technology Inc.
Personnel Dept.
20 Mason
Irvine, CA 92718
714/837-6033
Mac Specialist

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Maybe it's changed since I was in high school. 80% of my teachers were intellectually mediocre or inferior (jerks). My parent were mostly well-intentioned but mostly unconscious and didn't really prepare me for what I experienced in life. They actually never really grasped who I really was — how I felt — what fulfilled me. They loved me and supported me completed but couldn't teach me the intellectual skills required to live successfully in the 21st century. You're not likely in most American schools to encounter a course called, "Introduction to thinking".

A Question for heron...

would you give up food ENTIRELY if you knew you could live forever (at least 500 yrs) in perfect health — if you never ate again.

- IF you're smart - you're life might be happier.
- If you're stupid — ? what do you think?
- You need to learn HOW to think - not WHAT to think!
- You won't learn it at school.
- HOW TO ASK QUESTIONS — AND ANSWER THEM not just answer the questions the teacher asks.

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7686

THE HERONSTONE INSTITUTE
to teach kids how to think
how not to be stupid.

Introduction to Thinking:
how not to be stupid.
too
being no more stupid than necessary.

~~Fuel~~ Fuel for mammals (5 days/wk)

cereal } plan 1
fruit }
raw vegetables, salad } plan 2
vitamins (A, B, C, E, Magn, fish oil, etc)
protein supp. (2 times/day)

CAUTION

Dangerous ideas
within
Don't read this
unless you've willing
to think! Hard
about your future!

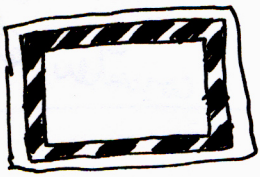
[?]

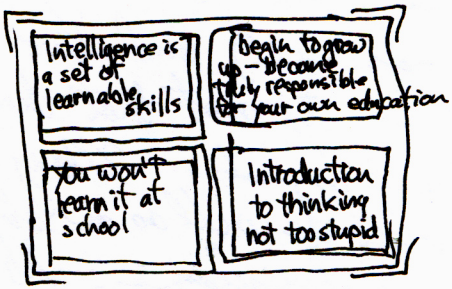
shhhhhhhh . . .
Don't say it out loud!

© 1991 THE HERONSTONE INSTITUTE

73.4
~~thoe~~ 10
6.294/4.18

the ultimate torture – actually dieing
unpremeditated/, thinking
real





- how to think
- how to ask questions
- how to figure out what's really important to you.

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73.5
proc 11
6.295/4.19

gendo

a small investment of time + money could produce an enormous payoff in creativity [intelligence] and blowing away old thinking styles

counter-stupidity

ESL

the important thing to remember is that (learning English) and (learning to mouth the sounds well) and two seperate issues — it's not that these people don't know English. Many of them read and write as well as or even better than many Americans. It's a problem of articulation — a muscular training issues — its more like learning to swim than learning "language". They don't necessarily need to ~~learn~~ learn English they need to learn new mouth activities

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3 brochures. + cover letters

- ESL Pronunciation
- gendo for business
- gendo in high school

---

gendo: everything of value to humanity - science, art, invention, technology was discovered/created by a tiny % of people - probably less than 100,000 people are responsible for all human advances - What makes those individuals different from the all the other is their relationship with their L.M. They have seen thru the unconscious limiting assumption imposed on their thinking by the Lang.

---

for the first time in history - people outlive ideas!

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gendo hs.

don't waste your money on
$150 sunglasses even if they are cool.
Invest your money in the most
important thing you've got - your own
brain - your intelligence, creativity, etc.
Your future, and mine too, depend
on your intelligence - let my help you.

rt. Brookhurst

rt. Bixby

11:15

73.6
satoc 12
6.296/4.20

© 1991 The Heronstone Institute

cards in H.O.P. is a bad idea

they can get screwed up too easily!

cards should be in a binder

f k t p } s

fs	FS
ts	TS
ks	KS
ps	PS
cs	KS

a b d e g i l m n o r s u v w x y z

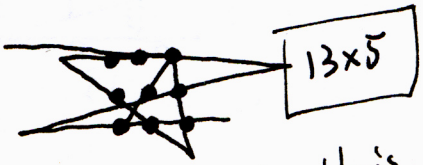
Z Z

er = R

how do Ispell (put + ing)

73.7
sunoc 13
6.297/4.21

include a test on the flyer -

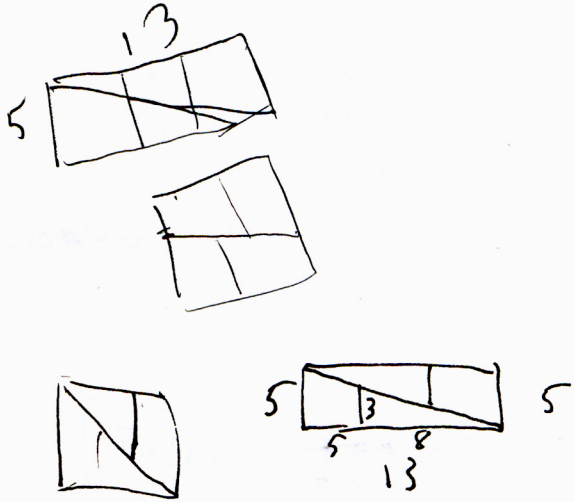


bongard problems Mikée puzzle

© 1991 THE HERONSTONE INSTITUTE

R.B. (Jones) Grubbs
Solmar Corp., Orange
bioremediation
~~bacteria~~ to clean up toxic waste
bacteria

H.S. Gendo
what are the 3 most important questions you could ask yourself now that well increase ~~your~~ the probability of your having a happy, prosperous, fulfilled life?



© 1991 The Heronstone Institute

73.8
Nov 14
6.298/4.22

gendo

Richard Stegemeier
Unocal — 1 philosophers/etc.
likes
CEO Unocal Corp.

Mike Ellis
525 1996
Mac Poulton at
Coast Pneumatic

---

gendo orange belt instruction
with structural differential —

"THIS IS NOT THIS"

73.9
Nov 15
6.299/4.23

TRW Inc. (credit)
P.O. Box 749029
Dallas, TX 75374
714/991-5100

© 1991 The Heronstone Institute

$x+7=10$

$2+2=10$

$x+2=10$

T

statement / proposition

propositional function

$2+2=10$

$\textcircled{x}+2=10$

$1+1=10$

X

1

© 1991 The Heronstone Institute

73.10
woc 16
6.300/4.24

73.11
thoc 17
6.301/4.25

Maybe it's changed since I was in school! Most of my teachers, although well-intentioned, were jerks and had nothing of much value to teach me.

My parents - although they loved my and wanted the best - never really understood how much the world had changed since they were young and couldn't really help me where I really needed.

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The structure of our language should match the observed structure of the world we inhabit.

There is no "system" corresponding to "I" in English.

IF "I" is eliminated, how do we talk?

* Use names instead of personal pronouns!

~~PRANV~~

PRΛNƎNSYEYƧN

73.12
froe 18
6.302/4.26

gendo ↓

SPIDR
Society of Professionals in Dispute Resolution
President Bonnie Castrey, Huntington Bch

---

gendo brochure
linguistic pollution
topic structures in English

© 1991 The Heronstone Institute

the only real ~~knowledge~~ education is the only you create for yourself.

$6,000 / 2 people
25,000 / Computer
/ Rent

Walid Qadoumi
714 / 667-7993
|

73.13
satoc 19
6.303/4.27

gendo

Irvine City Bank - 1991 Business of the Year
Irvine Camber of Commerce

Good Idea - go around speaking to various luncheon groups about gendo

© 1991 The Heronstone Institute

gendo workbook

quotes
questions
bibliography

73.14
sunoc 20
6.304/4.28

You don't have to "know" who/what you are!
You only have to "be" who/what you are!

English Is Stupid

YNGLIZIZSDUPNÐ

"piggy breath"

9. ~~First~~ • Learn sounds, phonographics
• Learn alphabet – memorize alphabet

PIGYBREÐ HANKSΘƎ ÐJVZFLUTՈMO2N ✓

GUF? HEƆJVZ NRVPIL BOYNKSΘՈ ÐĀTMƎ2

• IMPORTANT
– distinguish between the letters of the alphabet – and the 29 sounds of FONOGRAFIKS
names of the

© 1991 The Heronstone Institute

How many tapes?

- ⊕ one for the alphabet
- ⊕ " " FONNGRAFNIKS
- ⊕ 2-letter combos
- ⊕ 3-letter & more combos
- ⊕ word practice
- ⊕ consonants in middle

– Include a programmed text for writing/spelling
  + with tape(s)

	DY2RT	D12RT
Cement	SYMENT /	SIMÈNT
insurance	INZRNNS	INZÈNNS

---

gendo. class two
have the students brain-storm
a list of other stupid words.
at least 5 stupid words.
why are they stupid

© 1991 THE HERONSTONE INSTITUTE

the older generation still believes in "reality".

The crunch is coming
Beware the
Coming
crunch

73.15
moc 21
6.305/4.29

gendo - class two
what you must do if you want this new knowledge to become a permanent, functioning part of you.

© 1991 The Heronstone Institute

lets teach teachers
to teach pronunciation

social linguistics

Jumpers

These guys are still assuming that
a teacher is needs for all
aspects of ESL.

Marketing ESL to companies
language service
I offer a service that is still
quite uncommon and generally
unappreciated. Only a very
intelligent, open-minded, and conscious
person would begin to suspect the
profound implications & repercussions
of (gender) (pronunciation) →

© 1991 The Heronstone Institute

pronunciation brochure/talk (cont.)

Most have written off the subject as "impossible" or too difficult, etc. to master. That's just not true. The reason it's been so difficult in the past is because noone new how to teach pron. It's a new field of inquiry. But I've been a student of English for over 25 yrs.

If and when you decide to deal with the issue of pron. in your organization, then I'm the guy to call.

© 1991 The Heronstone Institute

Make the brochure a personal letter.

Bolsa Grande High
Westminster + Bushard

Gene Stormer
Eng. Dept.
taught Laura

Page 307 A.K.
statement of G.S.

© 1991 The Heronstone Institute

1704

Marshall Fisher
President
Fisher Idea Systems Inc.
Irvine

73.16
toc 22
6.306/4.30

gender

~~SR~~ Sylvan Learning Center
G.G. 530-9700

Graphics Arts Office Mgr.
770 6033

© 1991 The Heronstone Institute

ESL

2 courses of study

1. • Basic ~~English~~ American
• Speaking Emergency ~~English~~ American
(expressing yourself)
speaking ~~English~~ American

2. ~~College American~~
University American

- Business Vocabulary

- Business English for
Germans/Koreans/
includes wordlist (categories)
finance
manufacturing
service
legal terms
travel
food
geography
medicine
police
city hall
construction
housing
banking

© 1991 The Heronstone Institute

You can greatly ~~improve~~ reduce your accent that Americans find so annoying

IT'S NOT TRUE!
~~that can can't~~ dramatically improve your pronunciation.
You can greatly improve your American pronunciation skills!
Accent reduction has been dismissed by the academic community because they couldn't teach it effectively - there is no accepted standard in the Cal State system for how to teach pronunciation. Cal State L.B.(—) doesn't even offer a course to future ESL teachers on "How to Teach Pronunciation". Why - because they don't know how.
Well, I know how to teach

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I studied music in college.
Music students get a lot of
"ear training".
Lift the flap below and read!

"Post it"

Don't look under here Yet!

We see what we think/expect to see
not what "really" there – reality
is partially our creation or at least
a collaborative effort —

Reality is as a collaborative effort

Same for pronunciation! People
from outside America expect
(on a pre-conscious level) to hear –
different sounds – and they therefore
do not hear the same thing that
natives here – even when listening
to the "same" source.
In order to speak like an american
you've gotta first Hear like an
American.

© 1991 The Heronstone Institute

Actually, I don't really teach pronunciation — I ~~teach~~ coach ear-training and mouth-exercizes.

Create the ~~Daily~~ Workout Sheet.

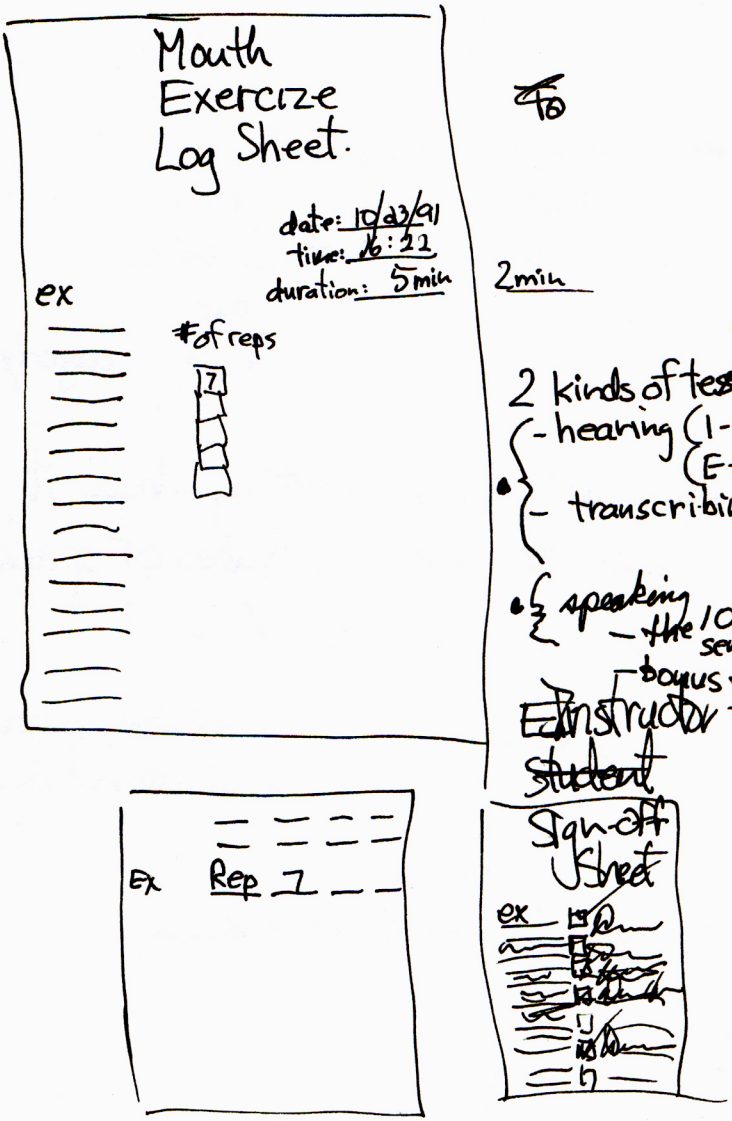
I know the people teaching want to do a better, more effective job. I know there intentions are noble. But they also have egos and I must be careful not to bruise them by moving too quickly. fast.

Individual hearing tests

I don't teach — I create an environment where they learn.

© 1991 The Heronstone Institute

being able to produce certain sounds and actully - habitually doing it, are two different ideas.



© 1991 The Heronstone Institute

Fundamentals of learning American L.

- vocabulary
- grammar — how many types of sentence structures
- pronunciation
- real interaction with "wild" americans

1. I hit the ball.
2. The Ball was hit by me.
3. John and I hit the balls.
4. " " " " blue " eagerly.

Punctuation in writing – how it relates to the structures of speaking.

. , ; : ? ! ( ) / [ ]

( ) where multiword ~~structur~~ constructs are considered as an atom/idea

pre-conscious – not un-conscious

© 1991 The Heronstone Institute

73.17
WOC 23
6.307/4.31

THEATER

'With Wirth: The Play as You Go Show': An interactive production where audience members find themselves drawn into Jeff Wirth's improvisations.

STARTS: 8 p.m. Friday.
SHOW UP: Fullerton Museum Center, 301 N. Pomona Ave., Fullerton.
HOW MUCH: $4-$6.
CALL: 738-6545.

ESL letter

I've been a student of ~~English~~ American for over 25 years now. I've been exploring relationships between language, intelligence, creativity, consciousness, etc. for over 25 yrs now. Over those years I've made some interesting creations/discoveries. Among them are: Moonsgraphics a breakthrough new ~~word~~ approach to facilitate a student's intention to master English

© 1991 The Heronstone Institute

The purpose of this letter is to introduce a new kind of language service to you. It may be that your organization doesn't perceive/see/feel/etc. a need to upgrade the quality of the linguistic environment. Please take a moment to understand some of the reasons why you should ~~contact~~ ALT. consider this issue.

The heart of a language is in the tongue and ear — not the eye or hand. Lang. is fundamentally vocal phenomenon. What good is it to be able to read + write great letters if you can't easily ask a client how his kids are doing — or even order a pizza by phone — a emergency police, medical, ?

---

the effects of accent.

accent as status

Although most Americans are not obviously racist — many people are frightened and suspicious of →

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anyone with a foreign accent. Of course they may not even be aware of the tendency and repress the action and appear...
Their discomfort is directly proportional to the strength of the accent.
Everything gets just a little easier - things just go more smoothly - as your speaking improves

Most people get the full benefit of the English is Stupid program in 1 to 6 month. The ideal candidate for Phonographics reads and writes English at a level that she/he is more or less satisfied with.

---

general principle #1

A page of idea

multiple overlay window layers
outline
text
graphics

The IDEA page
AN IDEA PAGE
each one is numbered

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Walid - what is it that YOU'RE interested in?

the project.
- get everything currently being used.

Call John Jeffery about his school (Jazz)

Types of Utterances
- reports
- requests
- responses
- assertions
- fragments
- negations

Sentences
- Question
- Answer
- Positive
- Negative

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73.18
thoc 24
6.308/4.32

gender
Newton Marqulies
UCI Graduate School of Mgt.
Director of Executive Education

NONO...

Letter/brochure

Allow me to introduce myself....

I'm called Heron STONE. I've been a student of language/English/AMERIKAN LANGUAGE since 1967.

We're heading toward what might be called a socio-economic-cultural discontinuity. Language is changing quickly — and will change even more quickly in the next 20 or 30 years.

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If you're in it for the long run, then
language is one of the pivotal factors
you'd do well to come to terms with/master
Great Power/Danger/? resides in
the domain of language. It is the a manifestation
of the source from which "we" spring.
Hitler/Ghandi
Gandhi
It's a surface that we've only begun to
scratch/touch We are a species
on the verge of emergence new
Now is the time to begin to
prepare dealing with our
language machines

T.W.S.
Toxic WasteSyndrome
TOXIC THOUGHT

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The language machine
engine

I mean a machine in the most mechanical/unconscious/automatic/etc sense of the ~~word~~ word.

And I mean that if you're not aware of the mechanical nature of your own L.M. then you are a robot
.... by what we fail to notice
.... you are at its command/mercy/etc.

Our relationship with our L.M.

[I am not my Language Machine.
etc.]

the stream of sensory data is the engine/fuel/lubrication/? of Lang. Mach.

"I" is gonna [take over / hijack / become] Earth.

In the same way that "I" became "denis".

go to school heaven
church
jail hell class

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ARE you In it for $
THE LONG RUN

73.19
proc 25
6.309/4.33

TED TURNER (contact him)

procedure in gendo
forget criticizing the shortcomings of others (unless they ask) and be about the business of discovering your own (self or culture) short-comings.

Emigrate to Canada.
Canada isn't a <u>real</u> country

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The single most important thing that can happen to assure america's happy future is that everyone on Earth continue to learn ESL.

Some japanese are suggesting they stop teaching English in their schools and beginn concentrating on Asian Languages.

If English looses out in the linguistic race for Earth. America (you and me) will be left behind — a nation of linguistic refugees.

Culture follows language.

LIE #1

"I always tell the truth."

Andee Burrell + Roc
Huntington Beach
gift of gendo —
Ending Hunger

© 1991 The Heronstone Institute

Kia Motors Corp.
Irvine
New South Korean Car Manufacturer

gendo course

- tape
- workbook
  - quotes for editing/practice
  - quotes for reading
- outline of course (script
  - part I
  - part II

KREIZYSGAISMAN

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$ - Budget

2 Macs
- si + notebook
- 800 dpi LaserWriter
- Big hard disks – tape backup

200,000 for consultants

40,000 for me

~~40,000 for Wil~~

20,000 for Apple

10,000 for rent

10,000 Office Equip/Sup.

$320,000 Sub-total

50,000 personal asst.(s).

$ 370,000 Sub-total

HOW DO I STRUCTURE THE RESEARCH?
- weekly meetings between
  + 3 groups:–
    - dictionary group
    - grammar group - the basic sentences
    - pronunciation group
    -

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7722

73.20
sector 26
6.310/4.34

Arlene Nichols
623 N. West St. Anaheim

GET IT TOGETHER

she's doing something a little like gendo.

~~TEXT~~

TEACH BASIC ENGLISH
TO AMERICANS WHO
DEAL WITH "FOREIGNER"S WHO
ARE SPEAKING E.S.L.

HOW TO SPEAK TO SOEASL

American Education

No more grades!!

constant evaluation is necessary
but not competition.

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The old ones have been debating what to do about the "problem of education" for 20 years now. Like many "academics" they big on understanding the reasons why everything sucks — But short on doing anything.

Book

Smart Schools, Smart Kids: ...

Edward B. Fiske

Simon & Schuster

303 pgs., $21.95

73.21
aunoc 27
6.311/4.34

~~get some~~

ENET project → do a comic strip

- get an artist (or two)
- get some weird people
- brainstorm for weird.

Business Organizations

CHAMBER OF COMMERCE
LIONS CLUB
Masons

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Reading

Section I

The Alphabet → ABCDEFG tape

ΘNAL

ΘYALEMBET

The Sounds → tape

printed words are made up of letters

speech is made ~~up~~ of sound

the letters of the A. don't correspond ~~a~~ well with the actual sounds of spoken American.

FONNGRAFONKS is 100% ~~effi~~ ~~ef~~ (~~accurate~~? consistent)

Alphabet is

ALFMBET

only 13 of 26 (~~34~~ ~~35~~ 50% ~~34~~ 46) are used consistently

only ½ the letters have at least 2 different sounds – some as many a 7!

© 1991 The Heronstone Institute

Reading

There's a reason why reading has been ~~is~~ ~~sooo~~ so difficult up to now. No one knew how to teach it well.

It's quite simple!

English is Stupid!

Introductory tape
- motivation
- congratulations
- instructions
- motivation
- how important reading is
- how much easier + better life will be!

Will — we'll play different roles — you be the "can do" assured/etc. dynamic guy — I'll be like the court jester — the critic — who finds everything that won't work — You have the vision — I'll keep ~~me~~ us grounded.

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Congratulations Tape

READING

Begin with Fanfare for the common man.

Reading
What about royalties/etc
for use of music/art/etc.

H.S. Gendo.

Invite kids to play the "game" of evolution.

Approach
Montessori
Schools
about
gendo

giselle Institute

© 1991 The Heronstone Institute

It's not about being right or wrong so much as being conscious of the consequences of acting on one set of assumptions or another – being aware of self-fulfilling

fat people are ~~looking~~ searching for something
skinny people running away from something

Some have everything and crave more.
Some have nothing and are running from it/ trying to get rid of it.

73.22
moc 28
6.312/4.35

KAMSÀMNYDA thank you
TZÀNMÀNEYO You're Welcome

73.23
toc 29
6.313/4.36

The Brotherhood of English
The Sisterhood of English
The Personhood of English

© 1991 The Heronstone Institute

Would You Pay $395 To Keep Him Out?

Everyone has a home security system—leaving the lights on and locking the deadbolt. Yet one in four American homes is victimized by crime, and Justice Dept. statistics reveal that most break-ins occur during daylight hours. Yesterday's security measures just aren't enough. Deadbolts and lightbulbs can't call the police in case of a break-in.

ADT Security Systems Can.

© 1991 The Heronstone Institute

E-A-R-T-H-N-E-T:
PROPAGANDA DIVISION, DOC. #1.0
subversive, infectious EARTHPROPAGANDIVISION:
IF. INFECTIOUS IDEAS & PROPAGANDA DIV.
: GORILLA THEATER DIVISION
Theater in the Streets division
Pandamonium on ~~the~~ campus division
Break-out at school division
~~InfoVirus 1.0~~ ~~DBE YHYLHS~~

What's gonna count in the next couple of decades is how well you can think. You're gonna hafta be real smart to ~~get~~ survive. Don't worry. It's not that hard to be a lot more intelligent/conscious/creative/Earth-centered than our teachers or parents or others who try to tell you (us) what to think (about?). Thinking means talking to ~~one~~ yourself in a language. Earth. Thinking in English is taking over the world

English as a Language for Thinking.

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thinking/being in the Brotherhood of English — is more important (Lang. Contests) than being a member of some racial bio-group, national/cultural/social group, religious group affiliations

Language Magic

When language is right — it's magic.

73.24
WOC 30
6.314/4.87

gender:
we must be willing to give up our most precious belief systems/metaphysical speculations/unconscious assumptions. I might feel/think differently tomorrow But for right now I'd act on the following assumptions:

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★ It is not impossible that I could make a/participate in/significant contribution to a creating of a healthy happy prosperous intelligent, creative Earth, scientific, etc.

★ It's not impossible to end war for all time. To begin a new era of spiritual/intellectual/artistic/etc. ~~growth~~ awareness.

I begin every talk with a statement of some of my assumptions. (above)

Walid – what are you doing on this planet? Why are you here?

this is a deeply functioning assumption embedded in our ~~un-conscious~~ pre-conscious (L.M.)

1. I ~~can~~ don't/can't make a different.
2. Paradise is impossible.

the truth of falsity of our assumptions are not the only factor to be considered – also there are the repercussions/consequences of acting on one set of beliefs as opposed to another. self-fulfilling prophecy.

© 1991 The Heronstone Institute

DBA

new checks E_A_R_I_H_N_E_T
Dennis E. Horn

We must not become too attached to our non-attachment.

---

gends
correspondence course
workbook
tape

sometimes: the little thing is the big thing

---

the greatest threat to public health/well being/etc is not drugs, aids, smoking or even aids - its stupidity. the State of language is a threat to the continued evolution of our species. we are indeed an endangered species

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73.25
thoc 31
6.315/4.38

gender free

Jo Lindberg
Hugs for Health Foundation

The only way Humanity's gonna survive is if we all think "the same" — well similarly

So, ~~the~~ a question #1 is — can we develop ~~a~~ design a way of thinking to maximize intelligence creativity and preserve individuality, etc.
question #2 can we inject it into the noösphere in time to save humanity.

answer to #one — yes
" " #two — maybe

Coming to agreement as to what problems are the most pressing

© 1991 The Heronstone Institute

War as a mental disease (curable)
War as a public health problem
Stupidity as a public health problem

A trouble with Americans is that they problem
have no Vision of the future beyond themselves. They talk about it — but, as yet, have not put their money on it.

beyond
the boundary of their little selves.

A thought experiment —
suppose humanity was really at place — able to devote its (collective/ and individual) (attention/energy/etc.) to ~~science~~, exploration, art, introspection etc.
Still, there are some serious problems left over from the old era. What must to done.

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Dan Dennett

brain in vat story
tell the guy he had a stroke during the night and is now in the hospital - only his ears work!

1/900/386 4200

73.26
fino 1
6.316/4.39

- What's The Idea?
Don't believe ~~anything~~ every thing you hear your L.M. say!

ENET a new kind of company - an individually owned and operated system designed to support a person by offering educational "experiences" designed to increase intelligence and get-along-ability quotient in order to save Earth.

where are people when they're in a coma?

EARTHNET
Religion Art Politics Education
Infectious Ideas Division:

gendo

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gendo

Heron S
NROO HESUN
NERDO
NERDO
NRDO HESSIN FOUNDATTION
grants scholarships to individual
Leemed "worthy".

The Stupid Project
The The Project
EARTHNET

EARTHNET GAMES PIANO TUNING
RELIGION ART POLITICS ~~BUSINESS~~
a new kind of ~~company~~ thing EPISTEMOLOGY
UROLOGY

---

develop the psychoanalysis game for gendo. 7
to demonstrate how we create reality with
language.

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H.S. ad

Ask yourself how many classes have you had in school in your life. How many teachers do you remember that were really great. I can count 'em on one hand that taught you something that made a difference in your life — really

---

11:00

16541 Gothard

& Heil

Ste 103

Mirana Griffin

714 375 6400

Intro. virus

Don't believe everything you hear your L.M. say.

Well actually, Don't believe anything you hear your L.M. say.

© 1991 The Heronstone Institute

gendo
a three-letter word
an unconscious, assumption
erroneous
gendo is a small adjustment to
your language machine – with
potentially enormous repercussions/
consequences

---

two ways to do gendo.
1. live class $50 w/workbook
2. cassette + workbook $25

TERMS
default values ——
info-virus
language machine
language
debug a language.
evolution
Earth
to know
structure of lang.
linguistic environment
environmental linguistics

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gendo to business

most people ~~people~~ american, if they were "educated" in ~~most~~ the public schools, where never taught HOW to think. It was assumed that "intelligence" is some inborn quantity of "stuff" and you only get so much and no more. this is clearly and stupid self-disempowering way of analyzing the situation. Intelligence can be viewed as a set of teachable/learnable skills — foremost among then is language competence.

hs gendo

EARTHNET
RELIGION ART POLITICS ~~GAMES~~ GENDO
~~EDUCATION~~
Infectious Ideas DIVION / EPISTEMOLOGY
XX unit
PROPAGANDA UNIT
~~PROPAGANDASHEET~~ 1.0
InfoVirus 1.0
InfoVirus — LANGUAGE MACHINE 1.0

A mystery is a phenomenon that people generally don't know how to talk about - yet!

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experiment #1

~~take~~
put 100 geniuses in room A.
" " normals " " B.
present both groups with problems to solve.
observe both group
note what procedures are employed

run control group studies
present problem to geniuses
~~normal~~
trained normals
untrained normals

~~gendo hs~~
Instructions
copy this side and then put the other side on a wall or something when people will see it.

73.27
sano 2
6.317/4.40

gendo client
Foster Mobley
pres.
Organizational Technologies
in Orange

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gendo in business

Probably, ~~You and all~~ most of your colleagues operate as unconscious l. machines. 90 percent of your walking hours. a little bit of consciousness goes a long way in the new info-economy. New rules- new territories of thinking You and your colleague may be real clever/smart/conscious/etc. but- if you don't know the most-dangerous 3-letter word in E., then you buy into its unconscious erroneous assumption every time your L.M. uses it

ΛGΛDKUEƧDIΛN

DUYUΦYΛKYΛRSMARTORƎM

73.28
sumo 3
6.318/4.41

gendo

focuses the business approach on the computer industry- high tech

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7742

gendo markets
video production
systems engineering

PAS
what would happen if suicide became the standard way to death.
~~if it come~~
if lingering on until the "NATURAL" death occurred, came to be viewed as bad taste.
Its like tossing in a bad hand in poker

$200 + 10/pr.

ESL
make some 8x11 posters to put up around work to see if there is any interest in pronouns

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73.29
mono 4
6.319/4.42

In funding the company – people come first. Then stuff – people must be nurtured – must feel appreciated – one form of acknowledgement is paying well.

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The Culture of Pain
David B. Morris

Profiting from Innovation
Howard & Guile. ed.

A network of Businessmen/individuals professionals dedicated/committed to saving Earth and having fun doing it – high tech
environmentally sound
exploratory
spiritual

ENET

various spin-off groups

send letters to .... inviting them to meetings

KAMPSFREMHIR

ESL exercise

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73.30
tuno 5
6.320/4.43

776 5079

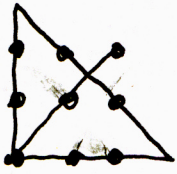
wayne
kim
?

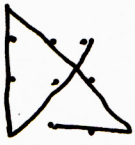
C out of cat
F out of way

74.1
weno 6
6.321/4.44

Wayne Chair
Wayne Tchere
Tchere
T2ER

Tser





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to what does the word "I" refer?

if you consistently ask that questions —
seek an answer to that question —
the
you'll discover that no "thing"
will fill the bill.

74.2
thurs 7
6.322/4.45

Gilbert Hyatt - La Palma
holds patent on "computer-on-a-chip"

Teach ESL
Mr. Park
530 9288
2 pm to 7 pm

If you've seen Juan
you've seen Omar

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Products

gendo h.s.
gendo business
ESL, etc.
Reading

Dennett.
"I" is a figment of language

VISUAL ARTS

"Vigil and Vigil: Father and Son": New multimedia works by Veloy Vigil and son Dan Vigil.

SHOW TIME: Artist's reception Saturday from 5 to 9 p.m. Show continues through Dec. 1.
SHOW UP: Chemers Gallery, 17300 17th St., Tustin.
HOW MUCH: Free.
CALL: 731-5432.

THEATER

"The Home Front": A one-act comedy by Pat Duffy. Evening includes an all-you-can-eat buffet with gourmet coffee, wine, ham, turkey and assorted salads.

SHOW TIME: 7 p.m. Saturday.
SHOW UP: Ebell Club, 226 N. Helena, Anaheim.
HOW MUCH: $10; $5 for children.
CALL: 776-1341.

MUSIC AND DANCE

locate

the weather of the mind.
good analogy or maybe more?

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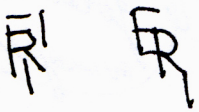
I is Dennis
I is Earth

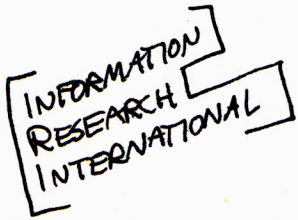
An imperical explanation theory of consciousness consists in a new way of "talking" about consciousness — a way that becomes the way.
We'll probably have to

Write to Bill Anton — superintendent of L.A. schools. gendo
he said, "diplomas are just paper."

BVLV

ERI
EDUCATIONAL RESEARCH INTERNATIONAL





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Projects

- ESL – teaching teachers
- gendo – to business *
  to students
- EARTHNET – talk around town
  - no "religion"
  - no nations
  - etc.
  - business network
  - new era of Earth's Evolution

* presently offering
gendo – intro. to thinking in English
part 1.

74.3
frno 8
6.323/4.46

ESL for teachers
3hrs/wk = 4 wks
I'll certify teachers of my system.
Master of Phon
Master of FOUNGRAFNKS
from A.L.I

© 1991 The Heronstone Institute

According to Dennett
normal speech = 4 syllables/sec
40
~~2~~ syl/min
~~180~~ wd/min
160 wd/min. $\frac{67 \text{ wds}}{100 \text{ sys.}} = \frac{x}{270} = 180$

~~25~~
~~3840~~ wds/hr
9600 wds/hr
230,400 wds/day the = 1/25
more than
9000 thes/day

8600
8000 stupid ideas
these "thes" create a mapping in
the skull that is in fact not
in agreement with "the" structure
of "experience."

funding a research
facility

A ENYBODY HIR KANGODNON
ENYUENKNN GODNON

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EXPENSES

~~START-UP EXP.~~	START-UP MONTH 1	Mo. 2	3
EQUIPMENT	$ ~~50,000~~ ~~35,000~~		
SUBSCRIPTIONS	1,000		
COMPETITION	1,000		
RENT + UTIL.	2,000	2,000	2,000
Typing	500	500	500
SALARIES	8,000	8,000	8,000
	~~47,500~~	~~10,500~~	~~10,500~~
	50,000	60	70

4	5	6	7	8	9	10	11	12
12,000	15K	20	~~30~~	~~40~~	25	25	20	20
82	97	117	137	187	182	207	227	247

1st YEAR $250,000

2.1

PRINTING/PACKAGING

ADVERTIZING

SALES/PR

ADVERTIZING

STRESS PRICE

$89.00

$99.00

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YEAR 1

MONTH 1	2	3	4	5	6
50,000	10,000	10,000	15,000	20K	25K
	60	70	85	105	130K

Begin Advertising

7	8	9	10	11	12
30K	30K	40K	40	140	140
160	190	230	270	310	~~450K~~

YEAR 2

1	2	3	4	5	6

7	8	9	10	11	12

minor revisions to system

X% of profits goes to researching new products

→ ESL
GENDO

two

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* thinking in milliseconds *

msec time training
millisecond training

1,000 msec	saying "one mississippi"
680 msec	90mph fastball travels 90ft to homeplate
500 msec	unmyelinated fiber (slow) (fingertip to brain)
250 msec	♩
200 msec	speaking one syllable
175 msec	starting/stopping stopwatch
42 msec	one frame of film 24fr/sec
33 msec	TV frame
20 msec	myelinated fiber (fast) (fingertip to brain)
10 msec	basic cycle time of a neuron
.0001 msec	" " " " silicon chip

gendo postcards

74.4
sano 9
6.324/4.47

perceptual senses: sight, hearing, etc. are like TV channel - a multiscreen (5x6) Monitor
Zoom in and out of multiple channels

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I can see now that part of my problem is continuing to act as though I am a human. Of course, "I" am not. And there just aren't that many of us transhumans (TH) around yet.

Ed - suppose you had a billion dollars — what would you do then?

74.5
sumo 10
6.325/4.48

#1 ~~ERA~~ Proposal
expenses - travel
- entertainment

A course called
ear training - time training
milliseconds - millenia

dictation tests on
1-D duration or pitch or volume or timbre
2-D duration + pitch or duration + volume

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[redacted]

HERONSTONE INSTITUTE

1. Reading Program
2. ESL
3. Gendo - space/time
4. Self-Management Skills
5. Values Clarification

.001 m

1 msec =	.001 sec	= 10^{-3}
1 sec =		10
1 hour	3600 sec	= 3.6×10^3
1 day	86,400 sec	= 8.6×10^4
moon	2,548,800 sec	= 2.55×10^6
year	9	9.3×10^8

2.5×10^6

364

927.8×10^6

9.28×10^8

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DENNETT:

A conclusion of your work is:

★ "There is no "I".

that conclusion may be more easiely arrived at from a linguistic approach —

the challenge before us then is —

How do "we" bring our (thinking/decision-making/etc) more closely into alignment with "reality"? Earth

ans - change the language behavior

DENNETT

How I'd deal with "conscious intention" experiment as a subject.

I'd pick a place to initiate & (say straight up (or on a quarter) - then "do it" right on that spot.

this is the only way I could guarantee accuracy of reporting time of initiation

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Basic unit of visual data —

the page

Basic units of spoken data

1 min.

10 sec.

5 min.

74.6
mono 11
6.326/4.49

Basic TRAINING
" "

- SEEING - video
- HEARING - video
- TIME - video
- THINKING - video
- BREATHING
- LANG. MACH.

- Variables
  - pitch
  - duration
  - timbre
  - amplitude
  - quantity (of tones)

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Earth as an evolving system. ★

★ A human ~~being~~ brain as an evolving system. software experiment

MULTIPLE EVOLVING SYSTEMS

4 Inter-evolving systems

- EARTH
- HOMO SAPIENS
- NOÖSPHERE
- NEURON POPULATION WITH IN SKULL

ESL Publishers

Delta System Co. Inc.
570 Rock Road Drive
Dundee, IL 60118-9922
708/551/9595
FAX 708/551-9435

ALTA ESL Resource Center
1/800/ALTA-ESL
ALTA Book Center
14 Adrian Court
Burlingame, Calif. ~~9410~~ 94010
310/475 1220

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Cambridge ESL Catalog
Cambridge University Press
40 West 20th Street
New York, New York 10011-4211

Clear Speech
Pronunciation Pairs

1913 Westwood Blvd.
L.A
South of
Santa Monica
90

74.7
tuno 12
6.327/4.50

HERNNSDON

Based on our Research, the American people would pay extra taxes, usually "as much as it takes" to help solve these problems:

1. Improving the U.S. education system
2. Fighting illiteracy in this country.

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"The Day America Told The Truth" J. Patterson and Peter Kim, Prentis Hall 1991

Most of what happens in the old schools is not teaching/learning - it's baby sitting — most teachers or students wouldn't know what thinking means if it bit 'em in the ass.

THE HUMAN BRAIN a system evolving
A HUMAN BRAIN

IDEA

phase-changes in noösphere

ideaspace

idealand

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Congratulations
you've reached the offices
of Westland College -
Orange County's Premier
American Language School
at the tone you can
leave a message of up to
5 min. Thanks for
calling.

ESL team work - not competition
what kind of games can we create
- concentration - hangman - pronographics
wheel of fortune - idiom

Subject & Predicate
I does it

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7762

74.8
wenol3
6.328/4.51

proposal

Anyone willing to be honest must admit that we've come to the end of an era. There are many interesting new challenges before us. We must become more than just educated – We must become interested. Or we will perish.

The education of Americans (and others) is appalling. It doesn't even meet the old standards – R.R.R. Beyond RRR is thinking, acting evaluating

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Jane Brooks piano
home 213 375 5705
work 21 671 1222 x30

74.9
thumo 14
6.329/4.52

use soundedit to
teach mesec. timing

is it / x / ?dec now

74.10
fmo 15
6.330/4.53

~~MISY~~
① MISY
② MITSY

gendo: away of speaking

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7764

☆ the as a parasite on/in the

languager - L.M.

☆

Dennett

1. What to do next
2. What to think about next

---

1. knowing something.
2. knowing you know it.

1. HAVING A TOOL
2. KNOWING YOU HAVE A TOOL.

Gilbert Ryle, ON THINKING (1979)

WJ 3607

FICTITIOUS BUSINESS NAME STATEMENT

The following person is doing business as EARTHNET, 5842-A Santa Barbara, Garden Grove, Ca. 92645

Dennis Edward Horn, 5842-A Santa Barbara, Garden Grove, Ca. 92645

This business is conducted by an individual.

The registrant commenced to transact business under the business name on: Nov. 1, 1991

Signed: Dennis E. Horn

This statement was filed with the County Clerk of Orange County on NOv. 1, 1991.

NOTICE - This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A new Fictitious Name Statement must be filed before that time. The filing of this Statement does not of itself authorize the use in this State of a Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (see section 14400 et seq Business and Professions Code.)

File No. F 511838

Pub. Westminster Journal Nov. 7, 14, 21, 28, 1991
WJ 3607

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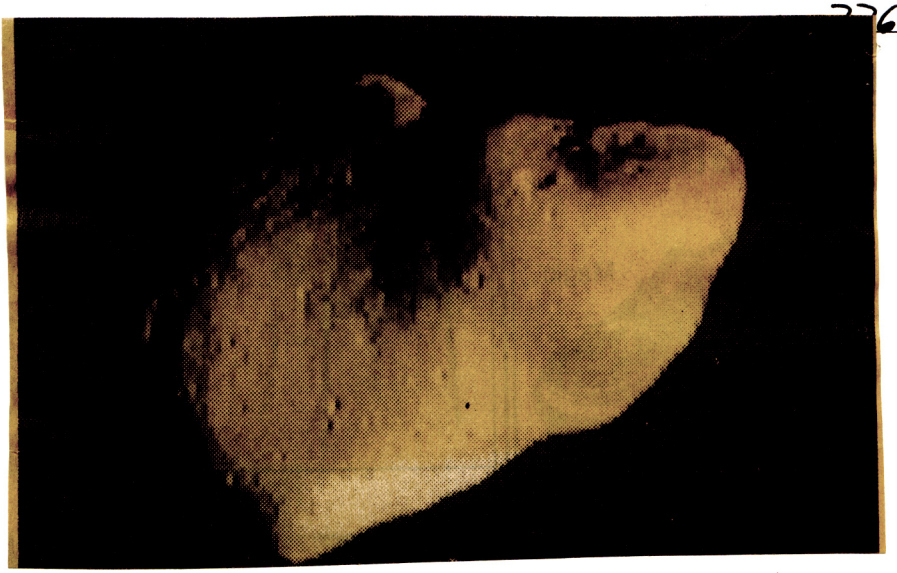

Photograph of sunlit asteroid Gaspra taken from spacecraft Galileo.

Galileo Transmits First-Ever Close-Up Photo of Asteroid

By LEE DYE
TIMES SCIENCE WRITER

Scientists at the Jet Propulsion Laboratory on Thursday released history's first close-up photo of an asteroid, a tattered, tumbling refugee from the early solar system that has been bombarded and blasted throughout its 4.5-billion-year history.

The image was snapped as the Galileo spacecraft zipped within 1,000 miles of the asteroid Gaspra last month, but scientists had not expected to see it until late next year because Galileo's main antenna has refused to open. But it turned out that the photographic mission was such a technological triumph that engineers were able to sort through the data in Galileo's tape recorder, extract one image and send it back ahead of time using a smaller antenna.

The photo shows what many would consider an unremarkable piece of rock, but to scientists working on the Galileo project at JPL in Pasadena, it is a thing of beauty.

"We just went crazy," Michael Belton, chief of Galileo's imaging team, said of the moment when scientists realized they had an image.

Until Galileo's encounter with the 12-mile-long metallic rock, Gaspra had been seen only as a "point of light" in images from ground-based telescopes, so this picture has been awaited eagerly by scientists. The photo revealed that astronomers who have studied Gaspra from the ground have been remarkably accurate in determining what the asteroid is like, even down to its counterclockwise rotation once every seven hours.

But the photo also reveals details about the asteroid's past.

"It has suffered a lot during its history," Joseph Veverka of the imaging team said during a press conference at JPL. He speculated that

Please see GALILEO, A30

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7766

GALILEO: Fi

Continued from A3

Gaspra is all that is left of a much larger body that has been smashed repeatedly by other objects, including other asteroids.

"Large chunks of Gaspra have disappeared" because they were blasted free during violent collisions. Gaspra is so small that its gravity is 2,000 times weaker than Earth's, and thus nearly any material blasted free by an impact can escape the asteroid's gravity and drift off into space.

Veverka demonstrated by throwing a small ball across the auditorium at JPL. Had he been standing on Gaspra, he said, the ball would have had enough velocity to continue on into space. Thus Gaspra has been nicked and chipped away, and today it may be 10 times smaller than it was when it formed during the infancy of the solar system.

"Gaspra is the survivor of a series of catastrophic collisions," Veverka said.

The asteroid bears the scars of those collisions in the form of impact craters, and some of its surface seems to have been blasted off, leaving it looking a little like a badly mangled potato.

Belton described it as looking like "the head of a salamander crawling out of space, or a great interplanetary ghoul, or maybe a shark's head."

It appears light gray in the black-and-white photo, and that is not expected to change much when scientists at JPL put together a

of UC's $2.4 billion in companies that
osal, approved by the UC Board of
n a case-by-case basis. Gov.
re dramatic, across-the-board move

Robert A. Huttenback is pressured
turmoil concerning Huttenback's
home. Huttenback is convicted in
. Meanwhile, UC experiences
t.

system will need a 10th campus
there are quotas limiting them in
estigations.

ree campuses to accommodate an
fs up its supervision of the national
ries it manages for the federal
roblems of pollution and political

alleged quotas on Asian-American
ions guidelines that rely more
st scores. UC raises student fees
ch a compromise on People's Park,
t a dormitory, should be built on the
f political protest.

C faculty members, Gardner urges
contracts to run nuclear weapons
aquin Valley as the site for a 10th
ian-American to head a UC campus,
lor. With Harvard President Derek
that results in major reforms in the

crease in student fees. Approved by
argest hike in the university's
aching jobs through attrition and
to warn that budget problems
anwhile, UC renews efforts to

e West"

From 1967-69, he was assistant chancellor at UC Santa Barbara, serving as a liaison between administrators and students during a period of severe campus unrest.

He was vice president of the UC system for two years before his

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Success in Treatment of Autism Reported

By THOMAS H. MAUGH II
TIMES SCIENCE WRITER

Physicians have for the first time used drugs to successfully treat autism, a mysterious developmental disorder in which the victims withdraw into a world of their own, seemingly oblivious to people and things around them.

Psychologist Barbara Helen Herman of the Children's National Medical Center in Washington reported dramatic results in treating 13 autistic children with naltrexone, a drug that is normally used to block the pleasure-enhancing effects of heroin.

She reported Thursday at a meeting of the Society for Neuroscience in New Orleans that the treated children became less hyperactive, made fewer meaningless sounds and had better social interactions. Her results have since been replicated in a smaller group [illegible] psychologist Magda

HORIZON WIL
Adve

victims who had been involved in
building, appearing to seek ou
dock and roamed through the
walked through the open loadin

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Create a course (gender)
for science writers.

- the
- Earth

Todd Schroeder (pianist)

1. If they could see me now.
2. Broadway Baby
3. Harold Arlen tune
   I'm gonna love you
   come rain or come shine

(Show) Line
good acting

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74.11
sano 16
6.331/4.54

nationalism is out! sucks!

its difficult to have a 3-way conversation that's really an exploration/it becomes a show-off.

★ "I" is a virtual von Neumann machine. ★

Surprise Unbirthday Party

~~Information Pollution~~ Junk Noise Sound

- Junk mail
- CB at counter in Mimi's
- cellular phone.

-

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GET A HEAD-SET

Get an electronic engineering student to design msec timer training device

~~Humanity~~ We ~~Earth~~ needs an outbreak of intelligence - or we'll perish In the past - humanity has met the challenge - we are here we are the descendents of the proof that its not impossible. HI will instigate the wave - then ride it. technology of consciousness

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Dennett

a mistake to attempt to separate content from various verbal expressions of that content.

Sears TV commercial

"Help keep our men working."

74.12
auno 17
6.332/4.55

education for cooperation
not just competition
there is a time/space for each.

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DENNETT

★ WHAT ARE SOME IMPLICATIONS OF M.D.M. FOR EDUCATION?

stupid	intelligent
unconscious	aware
ignorant	informed
malicious	benevolent

Once you really learn how to learn a new order of perception emerges. You don't see things in the same light any more.

~~You must~~ be
It's often useful to be not be too attached to any of your linguistic formulations (beliefs)

THE VIRTUAL LANGUAGE MACHINE

Probing the L.M.

Language probes

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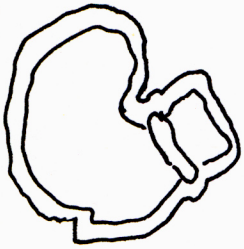
~~NGYEN~~
NGUYEN
Jeannie —
841-9604

John

Start selling mini nose masks

Hey. I may look funny but I'll probably be dancing on your coffin.



Moby Disk
Music +

ACTIVATED CHARCOAL FILTRATION SYSTEM with G7-3B2

74.13
mono 18
6.333/456

Festival of
Fri 12. Cinema

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74.14
tuno 19
6.334/4.57

Lonnie Anderson
at Beyond War
about Earth Pins

Walid.

827-4110
827

pager
714-5688453

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connecting mind science to brain science

math
logic
behaviorism

English - writing / reading
PE — football
Geo. —
History — World (beginning - now)
Science — ~~Sex~~ ~~Health~~ / ~~Life~~ Biology
English - ~~ESL~~ ELD
English Language Development.

74.15
wenno 20
6.335 / 4.58

the question should be, "what is reality?"
it should be, "How can we talk profitably about
our experience

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Soon, I'll start have some of my clothes washed an pressed

The goal to teach every child in Earth between the ages of 8 and 12 about "the".

THE HERONSTONE INSTITUTE LIBRARY

---

gendo course 3.4
the journal - a 3 mo. course
HI ~~the~~ [values clarification]

DENNETT
How does your book fit in to all this?

74.15
wen 20
6.335/4.58

Price of love: A couple whose open-air lovemaking caused a traffic jam were fined $180 each by a court Thursday in Frome, England.

Clive Secker, 27, and Amanda Broomfield, 25, made love in full view of shoppers on a grassed-over traffic circle in the southwest England market town.

"We were there because we dared each other. Both of us wanted to see how far we could go," Secker said. "We went all the way."

Earth DENNIS E. HORN, Co.E.

RQ Q

.SER S.E.R. SER S.E.R.

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74.17
fmo 22
6.337/4.60

people think that, in a recession/depression, there is no money. But that's not so.

It's still there. It's concentrated and being held. – out of fear?

A small number of individuals control an enormous ~~so~~sum of energy tickets – NOW IS THE TIME TO ~~$~~NVEST IT IN ACTION.

qus E Birch St.

529-7878

Brea Improv $10

Fri 8:30 / 10:30

Sat 8 / 10:30

Dennett – pg. 306

letter to Dennett

"I want to thank you for . . . "

or

Thank you.

Dennett

What about alcohol/cocaine/LSD/pot/vegetarianism

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"Consciousness" should/could, once again become a respectable word.

Along with "love".

It's difficult to talk about "consciousness" with businessmen.

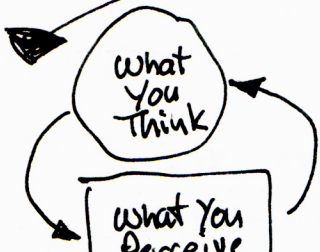
But we can't avoid it any longer.

The Consciousness of top management IS the company.

74.18
sano 23
6.338/4.61

Businesspeople managers need to begin dealing with this issue — attitude follows perception/conception

A question is, when the system is in crisis
does it pull together — WWII
or does it disintegrate — Viet Nam



It's not so important how it got started — if the interactions/behavior of the system is unacceptable, the patterns can be interrupted at either node. Changing what you think (metathink) is cheapest.

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GENDO –

create a collection of

"THOUGHT EXPERIMENTS"

1. Self-referential statement.
2. "prayers"
3. thhe the
4. of (count fs)
5. zen story
6. scotoma (visual/auditory/etc)
7.

74.19
suno 24
6.339/4.62

THINKERS UNITE

WHY DO I FEEL ALMOST ASHAMED TO ADMIT IM AN INTELLECTUAL – I TRY TO THINK SERIOUSLY ABOUT WHAT I CONSIDER IMPORTANT ISSUES

AND I ENJOY and LEARN FROM TALKING WITH OTHER THINKERS –

In the past, "thinkers" have been thought of as non-doers. "Doing" and "thinking" are independent variables. Most are non-thinking non-doers. That's not a criticism of thinking. It's an indictment against non-doing.

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thinkers guild - olympics

EARTHINK an association of thinkers

to be come a member you must
submit a bibliography
a biography
a hundred bucks

computer ~~type~~

questionnaire

If you persist in questioning
you will become wiser.

If you go for your dream -
you'll probably be disappointed.
Most who really go for it, don't
make it. - go crazy - die without
achieving the dream.
~~that's~~ that's precisely the risk you take.
You certainly won't achieve if you don't
go for it. (commit yourself)

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involvement — chicken
commitment — pig

- reading about ~~Ken~~ parachuting
- jumping out of a plane.

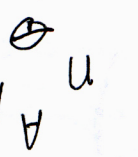
making the commitment is making yourself vulnerable to experience failure — apparently almost certain failure.

If that scares you off — good you're better off in another profession

TEACHING ESL PRONUNCIATION

there is a kind of rebound effect in ~~correcting~~ guiding pronunciation.

certain sounds must be over-corrected during practice at first to get the mouth physically comfortable with the new postures.



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Services for thinkers

gendo
networking
tournaments

seminars

EarThink EARTh ink.

Earth, Ink.

EarthInk

EARTHINK

Earthinkers

---

gendo in business

so-called "consciousness" or "spiritual" issues - these are real issues, with real consequences on real people in real companies losing or making lots of real money.

Earth is facing a crisis - the rise of global civilization is disruptive to the old ways of thinking.

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"... people outlive ideas"
The future is global
the mind is intelligent, aware,
informed and benevolent.
the transition is difficult if you're
committed to the old order.
We must learn to think in domains
we don't even know exist now.

If you can learn to learn - does it
make sense to learn to learn to learn?

Reading (or learning in general)

Principle #1
the student must put in the TIME.

Wil - tell Walid that doing a really accurate
business plan is a full time job for several
months.
The plan is vague

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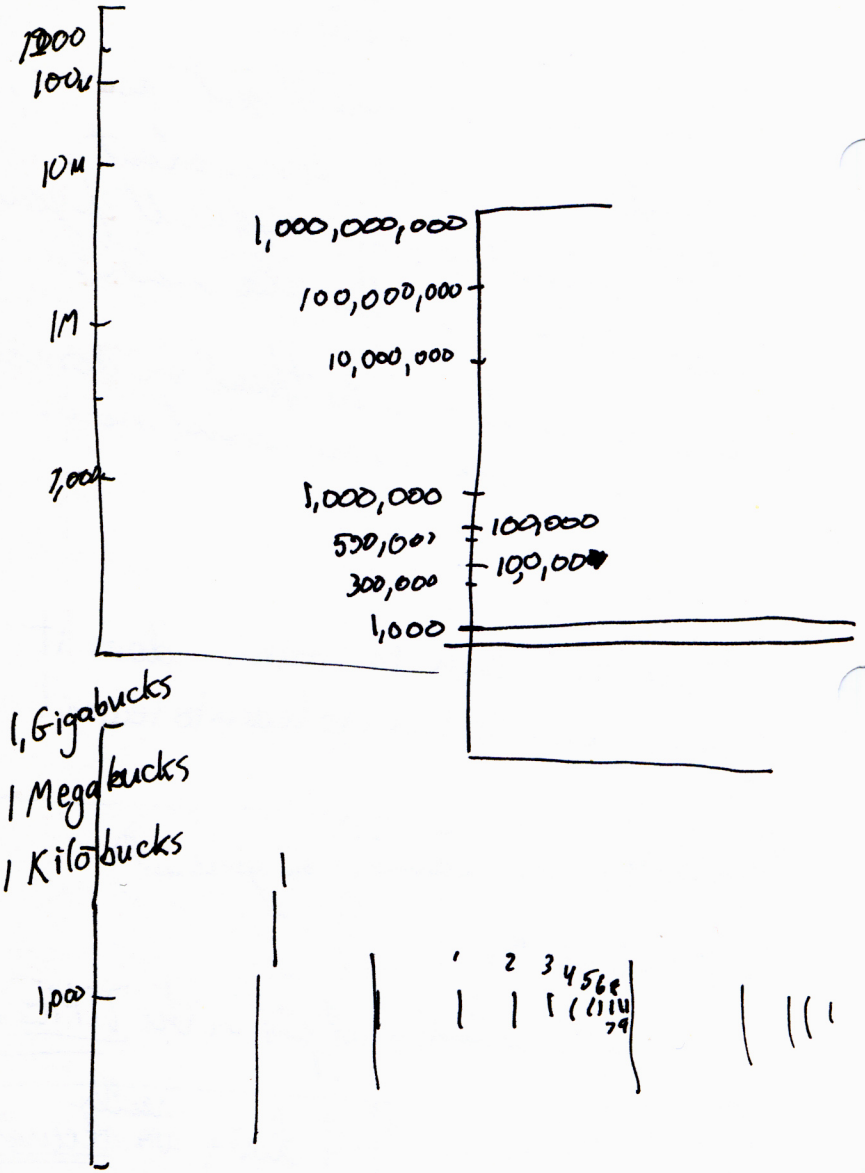

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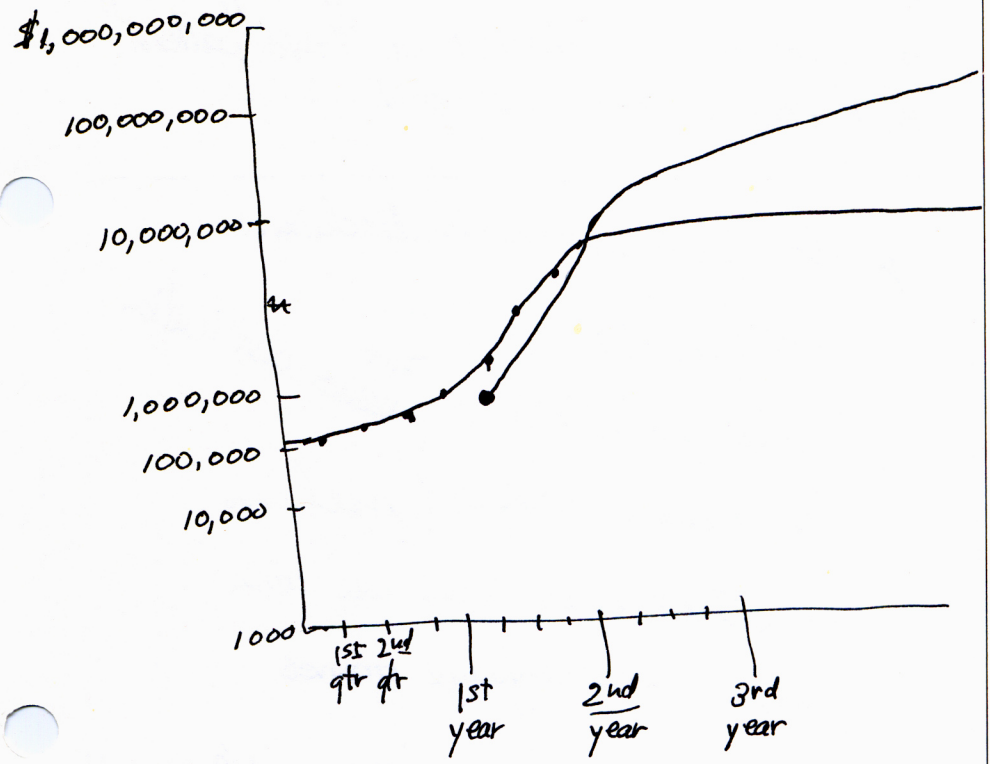

74.20
mono 25
6.340/4.63

STOP

Start a book with, "You probably shouldn't read this book. You can quit now and avoid a lot of unnecessary thinking/etc.

this book contains information thinkingete and suggestion for exercizes eksetera that if followed and pursued could instigate significant thinkingeksetera

thinking etset etset

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alteration is your modes of thinking/being/feeling/
You could very well disrupt old stable patterns
that still serve you quite well———

---

gendo software with disclaimer

EARTHNET

the values clarification

gendo software

hypercard stack (prelim.)

registered users can use bbs.

on-line word/language games

An application/game/series of lessons/
(sessions) ~30min.

each session contains some
activity and a homework assignment.

interact with bbs

network with other Transhumans

special software front-end to
hook up to ~~BBS~~ Hdqtrs.
Headquarters

zip code directory

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The heronstone institute is a new kind of Educational Organization for the new Earth.

THE NEW EARTH

Teaching people how to think
not What to think

teaching (what to think) worked throughout most of history — up until just recently —

But the truth is, now, we don't really know what to think anymore. We really do need to learn to think. How

74.21
turno 26
6.34 / 4.64

teach esl
1 800 / 696 1263

create the sample sentences

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SAMPLE ESL SENTENCES

How are you

is Bill

am I

to be

I am fine

He is fine

He's fine

You're doing fine

My name's Bill Jackson.

what's your's.

Do you speak English

etc. Well, I just beginning to learn English now!

SYZFAYN
AYMFAYN
HYZFAYN
YAROUNNGNS

---

computer info system for ~~notebook~~ computer
external plugin unit that stores and
relays data to portable computer/mac

check your mail—or get beeped from
special number

only give beeper number to special
people.

CAN THE COMPUTER MAINTAIN
a real-time connection to office?

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joint project with
H.B. Library and H.I.
Interactive BBS for
networking readers/thinkers

74.22
WEN0 27
6.342/4.65

We are pleased to introduce the first breakthrough in teaching reading and writing in 85 years. For the first time, some order has been introduced into the business of

Literacy is more than just being able to mouth the words.

(teaching/learning) (reading/writing) method
FOUNGRAPHICS® is a new ~~analysis~~ of the ~~teaching sounds of~~ English that reduces the complexity by over 33% (1/3). ~~In the past~~ Reading is not an easy trick to learn, but it certainly can be a whole lot easy than it has been.

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74.23
thuno 28
6.343/4.66

74.24
fino 29
6.344/4.67

Reading
motivational tapes.
- why do you want to read?

74.25
sano 30
6.345/4.68

New Business
translating documents into
Basic English so that
foreigners and semi-literates
can read them.

© 1991 The Heronstone Institute

Mia's sister
Ester/Mike Kim
5385276 ©

74.26
~~sumo~~
sudec 1
6.346/4.69

DENNSHORN
HERNNSDON
stone

Jack Schwartz
The Path of Action

Healing the Shame that Binds You
John Brodshaw

M. Scott Peck
Road Less Traveled

© 1991 The Heronstone Institute

74.27
modec 2
6.347/4.70

MYΛKIM

K
MM
YIΛ
MIKYMΛ
MIMΛKY
MYΛMIK
KIMYΛM
IKYMΛM
YΛ IΛKYM
MMIΛKY

MYƎKIM
YƎKYMM

74.28
tude 3
6.348/4.71

Ellis
+
Brooklands

A B M
D E = 9
G L 3
N O R T

DONALD
GERALD
ROBERT

N+R≥10
D+G<10

75.1
thude 5
6.350/4.73

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75.2
pride 6
6.351/4.74

PD's pronunciation book
ESL Bookstore
Westwood Blvd
+ Missouri
Later Bookstore

8

DONALD 8 1
GERALD 1
ROBERT 2

9

4 A 4
3 B
5 D
9 E
1 G
8 L 3 or 8
6 N
2 O 0 or 9
7 R 7
0 T

5 2 6 4 8 5
1 9 7 4 8 5
7 2 3 9 7 0

2 3 6

G
0 1 2 3 4 5 6 7 8 9
T G O B A D N R L E

DONALD 526485
GERALD 197485
ROBERT 723970

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7794

75.3
~~code~~ 7
6.352/4.75

Markets

- children's shoes.
- stand alone
- ~~athletic shoes~~
- ~~athlete~~ athletic shoes

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Charles Thomas
213 595 8422
Copyright Attorney

8,445,00
640 4000

World-wide patents
costs $50,000
$100,000 up front + 5%
of my take for Bill

why do we drive on parkways
and park on driveways?

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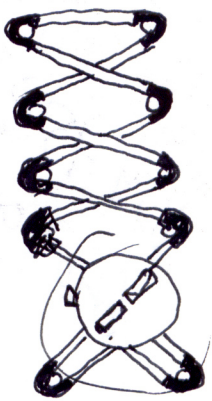
75.4
slide 8
6.353/4.76

manufacturing
financing
marketing
distribution
procurement



- it's faster
- no more shoelaces
- no more broken shoelaces
- it's more comfortable because of spring tension
- quickly adjustable for athletics.

75.65
mode 9
6.354/4.77

What if we took the main spring out all together

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An emergence of vocalization in our primate ancestors –

- attracting mates
- warding off preditors/rivals
- warnings
- etc.

75.~~46~~
tude 10
6.355/4.78

75.87
wede 11
6.356/4.79

Nike
~~Reebok~~
Puma
Adidas
L.A. Gear

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Vince Seo.

771-7434

2

2

7

7

2

2

75.8
thude 12
6.357/4.80

Kris
7483142

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an exclusive rights worldwide
W did Yousef

75.~~10~~9
grade 13
6.358/4.81

~~$10,000~~ mo.
$100,000 up front

Only humans have arranged for systematic training of the young.

75.10
sade 14
6.359/4.82

- nature of language.
- history/evolution
- math
- literacy/computers
- time mgt.
- goals mgt.

75.~~12~~11
sude 15
6.360/4.83

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to get

- house
- car(s)
- motorcycle
- stereo stuff
- computer stuff
- food + boat + place to retreat to

to give

- KCET
- KCRW
- KPFK
- KOCE
- H.I.
- Save The Children
- ★ Adopt a Kid(s)
- Big Brothers
- Eden

75.12
mode 16
6.361/4.84

75.13
tude 17
6.362/4.85

75.14
wede 18
6.363/4.86

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75.15
thude 19
6.364/4.87

75.16
frde 20
6.365/4.88

- hat/long underwear/down jacket
- water/noodles
- sheet/sleeping bag
- noodles
- gas

75.17
sade 21
6.366/4.89

You are
I am the story I continually tell
you
myself. If you tell that story in
yourself.
English, you're in trouble!

Dennis is a program
Heron is a programmer/a beginner

© 1991 The Heronstone Institute

The first year or so, Dennis will have to spend a lot of money on himself – what he thinks is a lot.
Should I let him?

Boyd, let's make the (shoe device company) a research project of Heronstone Trust. exploring language, behavior, organization, etc.

Starting scouting locations for sun ~~celebration~~ cycle ceremonies
sun rise

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8:37 PM 2 coyotes howling

9:13 PM 1 coyote "

10:40 PM 2

11:27 PM 1

6:47 am 2

75.18
sude 22
7.1/1.1

Bobbie Merkle

---

upon reading

You don't even know who you are
You don't even exist.
You don't ever be.

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trying so hard to be you
" " " special
The instant you think you finally
know who you really are -
you missed it.
You think all that's what makes you special.
That's not who you are -
That's just your story.

No wonder I'm confused
You don't even know who you used to be.

If you know who you are - you know who I am.

absolution out there douchin'
revolution
pollution
penetration
evolution

© 1991 The Heronstone Institute

75.20
tude 24
7.3/1.3

this is it!

Start a private school system that teaches kids how to think — not what to think.

- reading/writing
- computers
- art
- music
- dance
- history/evolution
- math
- science
- language/thinking/poetry
- chess/checkers/go

Montessori with computers

Song title - Party of One

75.~~20~~21
wede 25
7.4/1.4

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calendars
dates of months
times/ " " moons
" " solstice/equinoxes

---

one of the big social problems is that uneducated/uninformed/unthinking people believe their opinions are as worthy and those who have taken the time/money/effort/etc. to inform themselves, educate themselves and think about stuff.

It would behoove the stupid, undeducated/unthinking to begin/continue the process of their own education. And to assure the those making decisions that affect the fate of Earth, are affect. intelligent, educated, thoughtful people.

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The most intelligent thing ~~and~~ stupid ~~could~~ uned. thoughtless person can do is to realize/recognize ~~d~~ that they are stupid, uneducated, etc.

It may be a very uncomfortable admission It may feel ~~bad~~ bad. But it's a giant step forward. It's ~~so~~ actually a powerful position. It's something you can get a purchase on.

Really knowing how fragile is the edifice of your "reality" can be a solid foundation for the beginning of wisdom

Am I wise? It's not for me to say. It's for you! I'm wise enough to ~~recog~~ realize that there are people more wise than me and I'm wise enough to look for them and learn from them.

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the thing that threatens America the most is a growing tide of poverty, stupidity / ill-will / lack of investment in the future / violence / uneducation / ignorance / the rich / educated / thoughtful people had better wake up soon or the great unwashed will sweep you away.

In pre-literate societies, children learn the Tribes "story" / narrative / etc.

The/A purpose of the research is to develop an COMPELLING mode of speaking for use in:

education
psychotherapy
analysis

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The most important struggle (ideas) on Earth is - which lang. will ~~speak the~~ Earth speak.

V.A.L.B.
499 5535
494 2611

1993

Mar

75. ~~22~~ 22
thude 26
7.5

9 9 9
7 7 7
7 7
7

42
27
69

A good question:
What's ~~the~~ difference between "believe" and "assume"?

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7810

to make progress in epistemology, we must begin by defining terms - accept some terms as undefined - accept some severe limits on what can be approached at present - with the aim in mind of gradually expanding the circle of coherence.

75.23
frde 27
7.6

the question is: Should I pursue security or money in the bank

---

Develop
repeatable sentences
like mantras
1. To what does the word "I" refer?
2. Don't believe everything...

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Compelling Speech

fundamental truths.

" questions

" behavioral advice

75.24
sade 28
7.7

America's future is in jeopardy.

America's interest is in assuring the future of English as the language of Earth.

★ A project to

★ teach English in Arab world

Make tapes (video) for KCET

media 1 min

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OVERVIEW OF MAIN POINTS

- English as THE language of Earth.
- GENDO
- People ~~you~~ are too stupid to vote
  - most people's opinions are worthless.
  - they're not considered opinions.
  - it's in the process of discussing important issues in public that the work gets done.
- the schools
- resources management
- world mgt. ~~corp~~.

proposal for a new political/world mgt system.

How to have a useful conversation:

- choose topic / given in class
- state definitions
- state opinions/observations
- Everyone takes notes
- definition of possible actions to make a difference
- what are some questions / what do we need/want to know that we don't know yet.

EARTHNET
WORLD MANAGEMENT ASSOCIATES
EAR WRM

- There should be a test to qualify for voting.
- Close the schools
- California leave U.S.
- Outbreak of Intelligence
- Technology of Consciousness

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more important than the collapse of communism — in fact, partially responsible for it.
the emergence of English as the language of Earth.
it's in Americans' self-interest that
the young people in islamic cultures
learn English - Earthling. If they don't
learn English, they will remain outside
and a threat to English - they have oil.
Islam will tear itself apart
quickly after it gets organized. People infected with
fundamentalist christians Islam 1.0
Moslems believe everything
Jews they hear their
Buddhists Lang. Mech. say.
sikhs
hindus
materialists
atheists
evolutionists
spiritualists
AMWAY distributors

75.25
sude 29
7, 8

99% of talking psycho therapy
only reinforces the illusionary
thinking. It may result
in the "patient" feeling better for a while.
But (ultimately?) it only worsens the problem.

New EARTHNET The Clan
Ergode the tribe Family of Earth
Macintosh
meetings of 4
" " 16
" " 64
seek a grant from Apple

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Why is a mystery a mystery?
How did it achieve that status?
Who said, "Consciousness is a mystery."?

A mystery is an experience for which we have no theory — period.

In solving the mystery of "consciousness" the first hurdle we must get over is the word "consciousness" itself. Obviously there is no such thing as "con...". "Cons." is a word used to describe certain phenomena

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75.26
mode 30
7.9

a year-7 calendar

MOON 75

1	8	15 23
2	9	16 24
3	10	17 25
4	11	18 26
5	12	19 27
6	13	20 28
7	14	21 29
		22

MOON 76

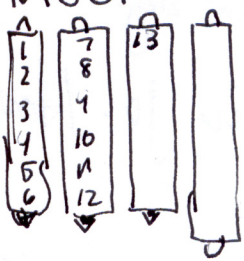
1	8	16 23
2	9	17 24
3	10	18 25
4	11	19 26
5	12	20 27
6	13	21 28
7	14	22 29
	15	30

MOON 77

1	8	16 24
2	9	17 25
3	10	18 26
4	11	19 27
5	12	20 28
6	13	21 29
7	14	22
	15	23

MOON 78

MOON



MOON

SEVENTY-FIVE

1	2	3	4
1	8	16	23
2	9	17	24
3	10	18	25
4	11	19	26
5	12	20	27
6	13	21	28
7	14	22	29
	15		

Bdd → 3

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7816

What is a compelling truth?

~~We can't have it both ways~~

A statement, when spoken, almost everyone agrees and is moved to different actions.
is diverted/changed/etc.

A C.T. will change the political climate.
A C.T. will dislodge entrenched-conceptual frameworks.
A C.T. is essentially negative. -belief systems.
-analyses

EARTHLING

"There is no such 'thing' as "love"."
Don't believe...
" Unlearning is the beg...

Martin Luther King Jr. Hospital
Compton

75.27
tude 31
7.10

75.28
weja 1
7.11

1992

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TRAMA

TRAMATAYZ

75.28

ENET the ergode

how much paid staff does it need?
how much of a budget
- central computer + staff
- 1-800 - EARTHNET ~~ERTHNET~~ ~~you are~~ UR EARTH U.R.EARTH I M EARTH

Shoes
$300,000 up front
$15,000/month after 6 months.

2 deals: ① licence to build it into your (Nike) shoe.
② add-on item for retail

75.29
thuja 2
7.12

BOOK
The Art of Ritual
Beck + Metrick

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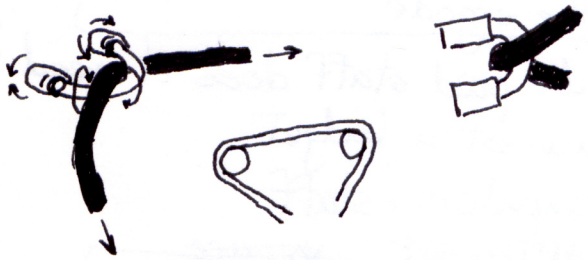
rotating cable/pulley ~~mec~~ assembly for tensioning shoe

the whole thing is encased in a gel-like ~~bio~~ lubricating fluid.



skull weather
hurricane in the limbic region

fundamentals

2-way conversations are ~~better~~ different from (3-way conversations)
(lectures)
(group experiments)

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technology of consciousness

75.30
6ja3
7,13

Rebecca Stit 310/543-2647
Thursday
Jan 16 8:30am
Dept S SW Dist. Torrance

English as a Language for Thinking
for groups that have to
think together / solve problems
together.

H.I. — in a mall would be ideal

computer courses
lang. courses.
gendo.
open house HI

open house
weekly at
H.I.

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Earthling / gendo.

Key editing tools in gendo.

- "the"
- "is"
- "nouns/ence/ness/-hood/-ism/etc.
- "~~pronouns~~"

- 2-valued/~~2~~-valued ~~pronouns~~
- absolutes
- qualifiers
  - to me
  - so far
  - up to a point
  - until Tuesday
  - sometimes

gendo
a way of speaking

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Why do we speak to each other?
What are our intentions in speaking?

- assertions
- questions
- answers
- requests
- promises
- comments
- jokes
- requests for clarification
- out-loud musings
- self admonitions

HI - daily meditations + yoga class twice a week

memory experiment - recalling words from previously exposed list.

ant
bee
cow
dog
elm
fir
gnu
hat
ink

Bee

have you heard the word before.

bee or

Is this a new word.

Does asking one question or another affect the correct response recall rate.

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76.1
~~aaja~~ 4
7.14

ECLIPSE

Just Lunch (shops)
Sandwich Shops open 11 – 3

being an "intellectual" is in ill repute
~~these~~ days.

---

experiment:
what do subjects do when presented with complex multi-channel sensory/linguistic/etc perceptual input
Without an imposed framework?

H1 class Book
3hrs – twice a week

- Consciousness Explained
- Science + Sanity
-

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form + intention

form is different in speech + writing (text)

- a question is determined by grammar + punctuation in writing
- a question is determined by grammar + inflection in speaking.

He's going?

- transcribing speech

1st to ~~FONOGRAFIKS~~ FONAGRAFIKS

then to ~~American alphabet~~ alphabet

distinguish between

beliefs and opinions

beliefs can not necessarily linguistic.

"I believe it's gonna rain."

"I believe today is Sunday."

76.2
suja5
7.15

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memory experiment(s)
using Mac + touch screen

#1
Software Development / Multi-media
sensory testing
language training
"the"
interactive video

Analogy
cutting at the root — "the" is a major root of problems arising from thinking in English.

gendo - talking with as little stupidity as possible.

- the
- to be
- 2-valued logic
- non-nouns
- absolutes

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the questions we ask when solving problems & planning actions determine the answers we get.
∴ It would ~~[illegible]~~ not be unwise to edit very carefully our questions for the, is, absolutes, etc.

BOYDUILΛT

TDB

LΛTo
I U
BYD

OYUILΛ

DOBY

O

LILY

ABILITY

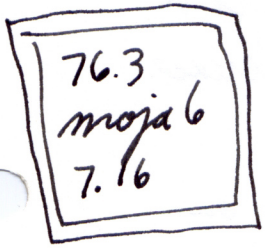
TOLD
B
Λ

L BY
Λ , U

BOYLD

UINT

ΛBILYTOLD



Asics - Fountain Valley
L.A. Gear -
Nike -
Reebok -

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Boyd

so what if the patent is worthless
If someone sues us - we just
pay them just royalties.
How is that different than what
we're talking about.
If the worst case senario occurs,
what specifically will you ~~lose~~?
lose?
lose?
LUZ?
We've extended their market for them.
Will be happy to pay you your standard
royalty fee.

So instead of paying Bill we'll be
paying Nordica. What difference
does it make to us.
Do we want to work together on
the BILLYDAD Institute?
Who owns the patent we've got to worry
about - research the people

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find out who the people are that we'll have to deal with. What do they really want - what motivates them - ~~can~~ can we enlist them in EARTHNET HI

let's dedicate this effort to the Establishment of the Heronstone Institute. EARTHNET.

so ~~what's~~ it cuts into our profit
It's not gonna lose money — it just may make less.

* prepare now for negotiation with Nordica people.

The point is to • get something done.
- achieve something.
- establish H.I.
- get a worthy product on the market.
- to make ~~a little~~ some money.

He's down to $50,000 up front.

Re-engineer the device.

what would happen if the worse case scenario occurred?

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1828

It's not the "device" itself that makes the company – it's the vision – the product.
we pay Bill OR Mr. Nodica.
who cares – we'll maybe hafta pay Mr. Nordica a little more –
research Mr. Nordica
psycho. profiles ON all negotiators

H.I.

Not everyone is ready for the direct confrontation with the illusory reality status of their world-views, explanations, theories, ideas of self/other, etc.

Some of us are – we need to find these people and make the connections

From these we expand to the rest of homo sapiens

outbreak of intelligence.
intelligence virus.
compelling truths.

you're one of the few who have done the preparatory work to recognize the value of this work. As I see it you have an obligation to further it.

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Bill

I thought ~~our~~ our deal was that I had until Jan 15 to decide if I wanted to market it. You said at that time that you weren't in any hurry. You could afford to wait and do it right. I want six months.

Contact ESL publishers about FONTGRAFIKS

76.4
tuja 7
7.17

BOYD

IF we have to quit, if we're forced out. We quit. Make that a contingency ~~The~~ a result will be the funding of the institute. Wilbt Institute

I ~~can't~~ don't afford my previous morals anymore

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Boyd

You've been saying for years now how much I've contributed to your work/product/etc. You've also repeatedly told me how important you think my work is. You're one of the few people who see the implication and are in a position to facilitate the work.

~~Don't~~ do it to fund H.I.
Wilat Foundation

You won't lose any money - you might make a lot of money. BUT MOST IMPORTANTLY will fund Wilat Foundation.

UNT

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What's the purpose/intention of this endeavor?

to found the Boyd Wilat Institute
BoydLandia

76.5
weja 8
7.18

there are a million ways to make a lot of money.

Infecting the planet (Earth) with a non-stupid virus could save will help humanity + Earth

People think they don't make a difference. that what I do doesn't count.

We are beginning now to pay the price of our past stupid action. Time is speeding up - logarithmically.

an outbreak of intelligence

Boyd I'm not used to talking to people without vision. I'm the only one I know personally. People don't talk about vision or being an intellectual. I'm sometimes embarrassed to admit vision/intellectual

SPREAD ENGLISH

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Boyd - what's your vision
Let's you and I work together
Heronstone Institute

30,000
36,000
306,000

5,000/mo for dennis

10,000/mo. for the Institute.

Boyd I see it in your eyes.
You've got a vision!
You can't articulate it!
I've got a vision —
I'm beginning to be able to articulate
some aspects of my vision very well.
I think our visions are the same vision
language is the medium in which
visions get spread

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- Teach ~~A~~merican Language to everyone in Earth.
  EarthLing - Language of Earth
- Teach gendo
- Recruit agents
- H.I. administers ~~the~~ EARTHNET
  (ergodic structure)

meetings - what soars
what sucks

---

a lotta people have visions and never talk about 'em.
alodda pepl hav vjnsn nevr tak
boudm
because of this they may not be aware of their cosmic connections - dreams/visions. just they must be told about it. encourage them to look at their experience - then organize groups to share visions.

You can't don't create a new world with old language.

business
religion
politics
art

gang
government
club

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Individual could be about the business of eliminating stupidity on the one hand— and increasing "intelligence" on the other.

what happens at eagode meetings?

the process

* sharing vision
* declarations
* requests for assistance
* summaries of ~~plan~~ actions/planned or accomplished
* lessons in gendo

Heronstone operates on new calendar

look how much ~~Earth~~ people has changed in the 40,000 yrs. We'll change that much again in the next 40 years. The calendar is fundamental Earth Ying is essential

---

ESL – they learn because they're with me and I have faith in them and my ability to do English.

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76.6
thuja 9
7.19

9729980 Road Condition

~~8666571~~
8660100 Big Bear Police

MOZART
Violin Concerto #4
Netherlands - Haag

Living in "emergency" mode
is killing dennis.
Boyd, I've come here on behalf
of Dennis and the work he does
He's afraid ~~that~~ comfort will
~~kill the work~~ his mind/creativity

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Boyd - You and I could ~~change the world~~ save Earth.

My lang mach - my desire to see paradise.
Your creative power + ~~piercing~~ vision + intention.
penetrating analysis

- The ____ Institute
- E_A_R_T_H_N_E_T recruiting agents *
- ESL - EARTHLING
- gends *
- ~~E_A_R_T_H_N_E_T~~
- calendar
- new schod system
- Rulan greeds
- ARTICULATING A/THE VISION
- Mission to El Salvador

We might need a third ~~pro~~ comrade at some point.

- ~~Heron Stor~~ Boyd Wilat & Associates Mar 5
- EARTHNET products Laura Earth pins/earrings/necklace/ring shirts

Earth needs all the help it can get
We could make the difference

At first spend one day/week at the institute

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76.7
fija10
7.20

John Sefton
Bill Carroll
748 3142
Kristy

76.10
moja 13
7.23

Gendo

- What you know you know.
- Research in academia in last twenty years.
- pollutes a person's ability to think
- Reprogramming your L.M.
- Removing the obstacles to clear thinking
- In these times, we need all the help we can get. intelligence

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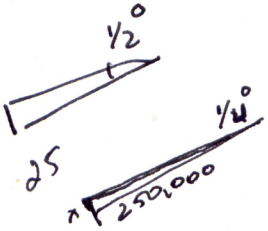
7838

76.11
teja 14
7.24

78

Rent	225	
car	~~125~~	430
cleaning	5	
phone	~~70~~	500
cattle	70	570
food	120	690



Income 7830 90

20 80
12
960
.75
720

© 1991 The Heronstone Institute

76.12
weja 15
7.25

smellin yooky

MELAN

SYMAN
KELY

SY
K
Y

Pat. Pending
Serial # 785,948

K
SMNL
YYEN

KEYSY

3-part sales letter

1. Get their attention
2. Describe/explain service/product
3. Move to action.

YNKY
SM
LEN
SMELY
KN
YN

---

gendo as a team sport

each team has 2 projects:
1) develop gendo

4-person teams

---

add date to letter

BOYLN

DUIT

BILDN

TU
YO

BOYLDNUIT

DNTOY

B L
U I

BOLD

YU
T
N I

ooh – build a toy

U/BILDNTOY/U.

YO
YBOLDUIT

OD
IL

DOILY

BTUN

TUBYN

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7840

July 17 1992

Feb 1 75

15 75

28 (1500)

Christine Seldana
1140 W. Magnolia
Gardena 90247

Carol Yabu
Executive Services
16406 S. NewHampshire
Gardena. 90247

I was Dennis Horn
I ~~am no body~~
~~a red~~ a sinking red autumn sun
took away my name

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Maria
758 8759

476 6571

Radisson Sunset West

alte
1913 Westwood Bl
1½ blocks south of Santa Monica Bl.
4:15:00
310/475 1220

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7842

PacifiCare chief Terry Hartshorn
exec
Sandy Burud gendo client

Rule #1 in gendo is...

~~Don't~~.

I promise I won't reveal the most dangerous 3-letter word in English to anyone until after the completion of the second ~~[illegible]~~ session (the morning after)

date _____ name.

76.~~14~~13
thuja ~~17~~16
7.2~~3~~6

min. of ~~5~~4 people
max of 16

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In this near future – every successful project, enterprise, etc. will have a chief epistemology officer as we now have a chief financial officer.

Eventually, every person will become an independent epistemologist.

6:45 Ball + Brookhurst Fisher King

7:45 Warner + Beach JFK

7:00 " Grand Canyon

6:45 JPK 1001 S Lemon St.

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7844

~~76.15~~

76.16

76.15
soja 18
7.28

intentions / decisions / assumptions / etc
made when a child is very young -
under 10 — when we didn't know
very much. Those beliefs continue to
operate in us unless we take this time
to uncover these old things and "see them three them."

One of the problems of listening to "the voice"
is distinguishing between I, the language machine,
~~How to~~ How can I distinguish between
~ Higher self and lang mach.

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Once again, the issue of "control" comes up.
"I feel like I'm in Control."

in control.

sub-personalities
0. the one who is concerned with integrity.
1. anger
2. unworthiness
3. fear of disapproval
4. laziness
5. the fucker
6. the eater
7. the bored one
8. perfectionist

A book on Inertia
Embracing Our Selves
Begin meditating regularly for a month
Consider the possibility that . . .

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7846

the critic — actually there are multiple critics.

1. Mr. Blackwell
1. ? sex
2. against everything new
   against fun
   against
3. looks like?
4. gesture/posture?
5. a sound
   HUEDNNASHOL
6. HUEDNNASHOL!
7. How old — 21 yrs old.
8. Color?
9. what brings out the critic?
   " triggers the "?
   — things that ~~slow~~ hinder the flow.
10. his approach —
    basically negative.
    fear of disapproval
11. basic motive?
    to keep dennis pure.
    " " the work clean.

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(12.) what's he want?
to be happy by avoiding disapproval

(13) what's the critic need?

(14) where'd critic come from?
parents!

(15) what was going on when I first met critic?

(16) what if critic took over?
I'd get nothing done.

(17) what if critic disappeared
I'd get nothing done.

(18) How does inner critic relate to
a) men — harsh
b) women — lenient
c) kids — harsh

Standards
1. demands perfection of other men
2. expects stupidity
3 demand of self — perfection
health
intelligence
love.

4 gets less

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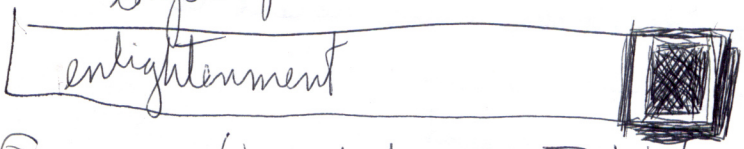
1848

5. demand of life.
easy, no pain, flow,
no interruption
expects opposite.

6 demand of universe?
expect from universe?

7 demand of present time? same as 5 + 6
expect

8. near future
long term future



1 Be pure / be perfect on T-shirt
2 your bad is the message.
3 why is critic doing this
to keep me alive.
4 critic must believe that
Dennis is not good,
5 same.
6 same.

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(7) does heron really believe this stuff? NO!
(8) is the critic willing to discard the belief.
Not right now!
(9) ~~Is~~ are there any other old shit - the critic is willing ~~to~~ dump.

Critic's fine points

(1) good at details
(2) good at keeping the work pure.
(3) doesn't miss much
(4)

Critics blocks to fulfillments
(1) only sees what's wrong.

(2) what's the critic needs
what would help it (critic) evolve

New Jobs for Critic.
(1) how can critic assist Heron

76.16
suja 19
7.29

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7850

i) Negotiating with sub-selves —

What about my anti-writer
the one who prevents Heron from
finalizing stuff?

Patti it's not necessary to
make it so complicated as to
identify all the sub personalities.
Deal with the L.M. — in which the
subs have their existence
All the subs - access the L.M. - that's
where you can affect it all. "the".
the subs aren't bad. We all agree!
They attempt to do their job (1) with
evaluations done in English. It's the
structure of English that causes problems.
We don't have to recover the sub / we need
to recover the intention.

(1) integrity

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the one th
We need to ask – "can this intention be achieved in a way that is more satisfying ~~to~~ way to both dennis and heron.

the one that keeps dennis poor – does it to persevre the integrity of the work. and ~~dennis~~ heron's integrity.

So heron's job is to convince dennis to relax a bit and trust heron.

heron + dennis dialogues

dennis; "I'm only trying to preserve you integrity."

heron: "thank you, I appreciate it."

→ Patti
I use the name "Dennis" instead of pronouns – especially for other people – Atsuko/Dennis. John/etc.

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7852

the worrier
" martyr
" motivator

overwhelmed
procrastinator
gambler

Patti's list

Robot
Artist
Sage
Server
Priest
Warrior
King
Prince
Scholar
God of
Knight
Professor
Magician
Lover
Giver
Master
Eternal Youth

seeker
manipulator
free spirit
judge
philosopher
comedian
chicken
nice guy
freedom freak
rugged individualist
know-it-all
Timid
anti social
hermit
urger/pusher
M-F don't care
Superior
Loser
puritan
hedonist
stingy
bitch

avenger
suffering hero
reformer
rescuer
indignity

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Each sub constructs itself out of language. Intentions are often pure the execution is perverted by L.R.

It won't work because the new self is constructed out of the same old building blocks.

true believer
doubter
helpless one
Mrs. Efficiency
leader
dictator
follower
modesty
brat - spoiled
criminal
cop
dumb one
tragedy
show off / braggart
rebel
victim
devotee

daredevil
macho man
the flirt
the flatterer
phony
Mr Spock

impatience
beggar
boss
actor
dreamer
faker
charlatan
punish
wrath of God
trickster

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7854

1. Mr. Integrity (poverty)
2. Mr. Protection (fatso) (overeater)
3. the seeker
4. perfectionist
5. fear of disapproval
6. THE ~~MALE MONKEY~~ ALPHA MALE
7. inertia

Atsuko

You can ask for favors—
My first response will probably be "No"!
Later, I might change my mind!

Hal Stone +
2 Winkelman
Embracing Our Selves

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The overeater believes that he has to be doing something all the time.

(2) Message to Earth.

Don't believe everything you hear your L.M. say.

---

(1) I want to release

A) my resistance to abundance

B) my vow of poverty.

Peter Drucker
Claimont CA.

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76.17
moja 20
7.30

★ NOT "SELVES"
BUT
BASIC INTENTIONS
FUNDAMENTAL COMMITMENTS

1. Integrity
2. Perfection
3. Earth
4.

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heron says, "It's very difficult for me to maintain control of the language machine for more than a couple of minutes at a time. I'm still quite weak."

We're headed into times of unprecedented change. the only thing to save us as individuals or organizations is to be liberated from the old ways and begin to do in a new way.

Miss [redacted] TEEN

[redacted]

714 854 1543

Liz McDonnell
213/325 5346

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7858

It's my old l.m. that keeps me trapped in old assumptions, old ways of thinking — prevents me from achieving even greater levels of creativity, insights, etc.

---

the tape —
the workbook

City of Garden Grove
Attn: Business Operation Tax

76.18
tuja 21
7.31

Mike Ribon Conversel

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76.19
weja 22
7.32

★ Reebok ★
714/851-0900

★ Asic Tigor Corp
714/962 7654 Lurene Belford x652

★ Nike
714/740 1092

Sue Dulley

Maria at Work
991 7810

Vergara

1860 W ~~Glenko~~ Glenoaks Av.
Apt A
Anahein

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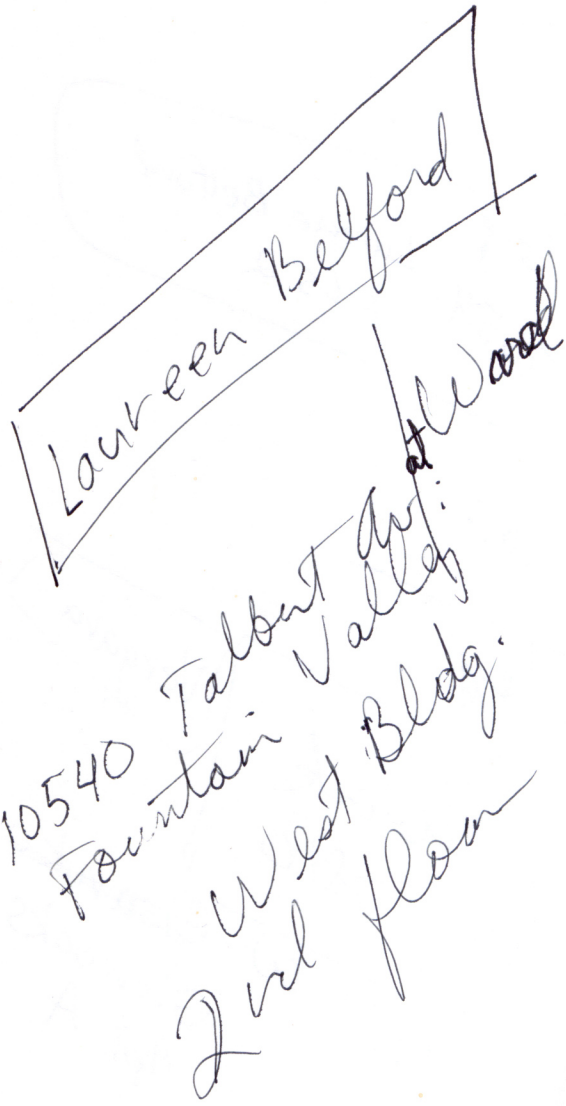

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IF YOU THINK IN ENGLISH, YOU'RE CONFUSED.

For it is known....

1. the structure of language determines thinking behavior....

2. English has flaws....

3. Those flaws interfere with our people operating at ~~maximum~~ optimum analytical/perceptual/motor/levels.

4. gendo is the answer. begin reprogramming your long mach.

5. ~~250 Beta testing phase~~ ~~fine-tuning~~ during beta testing the program will be reduced to $250 plus $10 per person.

The Level One Gendo course is currently in ~~beta testing~~ final completion phase. For a short time you'll be able to get your red belt in gendo for only $250 plus $10/per person — while I fine tune the text and materials for final release.

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7862

The letter

these are scary times -
~~The Russian~~ ~~we were~~ naive to think the USSR could last forever.
we are naive to.

All civilizations pass.
We were silly to think American could escape the inevitable
the age of nationstates is over.
Representative Democracy is not longer a reasonable structure
A new (different) (good or bad?) civilization / social arrangement is emerging.

Successful organizations and individuals will be those who are not bound by old unconscious assumptions about what is and what isn't possible / desirable / etc.

(1) of our ancestors

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Hedi
12:30

Exercize
FOΩNSINΦΩNSΩS

the world's going to change
more in the next 20 yrs
than in all history. We in the
U.S. won't escape the
chaos.

76.20
thuja 23
7.33

Rick Corp
3335 E. Vine Av
Orange, CA 92669
1/714/633-6249

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1864

Let's not ~~kid~~ delude ourselves. These are amazing scary times — unprecedented times in human history. The world will change more in the next 20 years than it has in the last 20,000 years — ~~Poli~~ politically, culturally, economically, spiritually, intellectually, artistically, psychologically, Who imagined the collapse of communism. Ideas change quickly.

The Age of Nationstates is over. All the old forms are dissolving dis-integrating, etc. The new forms are not entirely clear yet. It's up to us to participate in their emergence — some ~~sort~~ combination of local/global networks/ associations/etc.

Info-systems are subject to rapid reorganization
Evolution on the millisecond level —
40 generations a day.

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the individual and organization that succeed in the coming chaotic times will be those who are not bound too strongly by the unconscious assumptions embodied in their language machines. People who can look at the same old situation but see it in a new context! Success will depend on creativity, intelligence, analysis.... the single most important determining factor in all these domains is the structure of the language you think in.

"truth" is not a property of [(reality) (experience)]
it's a property of (statements about (reality/experience))

One place to act is in seeking out previously unconscious assumptions to discover if they are warranted or not. It turns out the English has quite a few very specific structural flaws that lead directly to certain mis-evaluations in "thinking."

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7866

76.21
fya24
7.34

Growing up Wild

Throughout all history, the only influence on children was the "~~older~~ extended family and village - perhaps 100 people who all knew each other intimately - all their lives.

The major force responsible for change is T.V. they are growing up wild. they control the input. & did.

- a society in which all input is controlled by parents and community.
- one in which children receives self-controlled or random input. = Wild

---

New way to teach English in multi-lang. environment.

- have natives kids do the teaching.
- in a gaming environment
- kids work in teams of 4 - 2 ~~no~~ abor 2 immigr

letter to schools

O.C. A Not-So-Modest Proposal

- English can't be taught - It must be Learned.

at least one Parent must be included

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Heronstone Institute

research on communications

videotape ordinary conversations.

set up a kitchen table scene.

Ericsson Business Communications

Bus. Comm. Unit in Anaheim

Letter

This is the environment in which business finds itself.

the ability to perceive/identify/articulate hints emerging structure — the new order.

The dangers are great.

the opportunities are greater.

Nobody's got the answers.

I don't have the answers.

Nobody's got the answers.

Most people are asking questions such that answering them makes no difference.

Power resides in well-asked questions.

Well-asked questions are formulated by people who are conscious editors of their L-Mss.

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7868

Mailer says
"let's tax advertising!

Dr. Curtis May
Mac alpha tester

Kathi Johnson
1-619-632 8396

Johnny Chen
w) 714/468-5188
H) 714/597-3916

Congratulations
Yours come a long way!
I saw you on Front last
week and was awed by the
beauty/necessity/etc of your suggestion
that we tax advertising.

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Kara + Kasey
870 8216

You, and the night, and the music

U.N. denied Handy music.

76.23
auja 26
7.36

a letter as a gift - time devoted to you.
• first letter form

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7870

EARTHLING® – A LANGUAGE FOR THINKING

EarthLing

EARTHLING

THE LETTER

1. get attention
   a) scanty times
   change (too much) disrupts
   survival/success.
2. Importance of Language.
   (see enclosed explanation)
3. gendo – is to thinking what
   aikido is to fighting
   a disciplined/simple approach
   to long. (reprogramming the L.M.)
   description of gendo course.
   (the ~~there's~~ one word)
4. One of my ~~flaws~~ idiosyncrasies is
   to leaning toward perfectionism.
   So for a little while (short time)
   I'll be offering the intro gendo
   course at a substantial reduction
   in price while I fine tune the
   presentation and materials.
5. enclosed is a more thorough explanation
   of gendo – the theory behind it and its
   method of application.

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reprogramming L.Ms. is easiest done in a group environment. It's not impossible to reprog. your own L.M. but it's often a tedious-slow process. It's much easier for a group of people, working together, who give each other permission to point out to them when their L.Ms. are acting up. The process can proceed quickly in the right environment. You can achieve in 6 months what took me 20 years to realize.

- What have you achieved?

-A— a certain immunity to ~~become~~ being taken in by the unconscious assumptions (that are rampant in the current linguistic environment.) of others or even those that pop out of my own L.M.

Marketing Stuff.

1). Why you should do it!

2.) What it is!

3 Where } at your convenience
When }
How— call me
Who —

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7872

Letter

Why you should do it.

because you'll need all the help you can get in the next 5 - 10 years.

You can eliminate one source of stupidity / limitation / etc. - instead of dealing with the same problem - over and over again (same structure - different content)

one-problem-at-a-time • you'll be eliminating entire classes of problems - preventing their eruption in the first place — cutting at the linguistic root / generator of the problems.

one simple erroneous (conscious) assumption can generate a "problem" at a higher level.

76.24
moja 27
7.37

Johnny Chen

40¢

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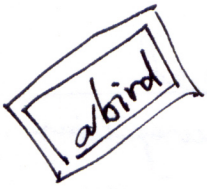
What is science?

searching for order among reproducible phenomena and attempting to formulate laws accordingly.

3

Yo E Trading Comp.



A D R a d r
B I b I

Braid abrid abird braid

Sterling Art
MacArthur
Redhill
17763 Mitchell

The English Institute looking for ESL teacher
568-53[redacted]99

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76.25
tuja 28
7:38

Charles H Thomas
213/595 8422
Michael Zall
New Jersey

One of the fundamental old, reified assumptions is that 3-dimensional space is an "object" fact. In fact it is an artifact/abstraction - a function of a system of analysis - not an objective reality.

2-valued logic lurks in various linguistic forms.

both either
the other neither
~~all~~
~~none~~

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Gendo script.

Is there anyone here who has any question/objection/so what!/etc concerning the importance of unconscious assumption. this is absolutely fundamental to what follows.

STOP here & get conscious agreement. get examples from students.

New Course

Introduction to Environmental Linguistics

76.26
weja 29
7.39

gendo
Furon Co. - (plastics)
J. Michael Hagan
chairman & chief executive
selling off subsidiaries

there are few things I'd say Jim unreasonable about — except, perhaps, being reasonable. You might say Jim unreasonably reasonable!

Vibram soles

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coffee & cream as a form of visual meditation.
What "forms" can you see

Bill

We don't need to get world-wide patents immediately. Actually there are only a few places in the world set up to do this kind of operation efficiently — China, Taiwan, Korea. maybe a couple, more — those will only cost a total of a couple thousand.

Yang — Nadeing

76.27
thuja 30
7.40

gendo client
Bob McNulty
American Business Ventures
Long Beach CA.
started HomeClub + other warehouse operation

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gendo client:

Jim ~~Faroq~~ Farooquee
pres- CMS Enhancement.
cutting products - layoffs.

ABZ

~~A~~ a memory of flying (in a dream)
is "as good as" a memory of
"really" flying! A memory of an experience!

---

gendo. 2 orange

- pronouns
- absolutes (all, none, every, always, never)

gendo.2
- 2-valued logics vs. ∞-valued logics (both neither)
- reification (wisdom machine)
- identification (is)

---

gendo.1 the

---

gendo.3 - intentions
- promises
- requests
- entertainment/pass time
- commands designed to instigate specific behavior (covert + covert)

- compelling truths
- Science + Sanity - use "outline survey of G.S."

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7878

TEDANY
KAMSAMNYDA

Belief itself is the enemy.

76.28
fyja 31
7.41

The map is not the territory.
" menu " " = meal.

gendo client.
Byron Allumbaugh
chairman, Ralphs Grocery Co.
big changes

Jim Woods

1800 834 8168

Call KUSC
91.5
11:45 am
Friday Jan 31

Op 39 Prokofiev
Oboe
strings

© 1991 The Heronstone Institute

~~Boyd unit~~
↑ BILYTOUD

One of the purposes of the ergode is
sharing vision.

★ You can create/build/formulate a new organization from old language habits. ★

76.29
safe 1
7.42

start a
Save a Salesman campaign
save 'em from believing themselves
" " " the intelligence trap

Riev Lesansky
editor-in-chief
Entrepreneur magazine

gendo

Proposal for how police should handle road blockages.
1. protect life/health.
2. get the traffic moving.
3. fill out paperwork.

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Project

1. EarthLing - spreading English .2.0
2. gendo
3. ENET
4. calendar
5. Earth Catalog
6. Rulan Greedo
7. New school curriculum
8. Heronstone Institute

English 2 - EARTHLING .9

English II

ABZ

the early Sioux believed that "lightening" was a supernatural striking rattlesnake.

ABZ

Consider a possibility that someone could "know you mind" better than you!

You might say, "I felt this and then I felt that..."

a "scientist" might say, "Excuse me but there is no ("you"/"I") in there to feel anything.

But then - who is Scientist talking too?

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76.30
safe 2
7.43

Ford Language Institute
4199 Campus Dr. Ste 200
Irvine 92715
714/854-4700
Carol Ford

77.1
mafe 3
7.44

put welfare people to work
cleaning up the environment.

Always include something interesting in every business letter – quotes short article, facts, etc. art.

Call John

Go Sports
Fashion Island
Newport Beach

© 1991 The Heronstone Institute

7882

KYNOKNNYN

bookstore
3rd floor in Atrium Court

77.2
tufe 4
7.45

Mr. Choi Jeong Que John Q
ESL teacher
895-5969

The English Institute ★
ESL 568-5399

Re
617 341 5000
Reebok
Karen Schofield

© 1991 The Heronstone Institute

Quick
Quit Now

Director
Nat. Assoc.
Venture
Capitalist

Quick
Western Assoc
of Venture Capitalist.
Menlo Park
415/854 1322

HUITZUNDJUTZUZ

which would you choose?

3 days/week for 1 month
2 days/week for 1 year

I want to get beyond being driven by survival.

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7884.

DRIVING BAYSRVAYVL

SDRAYVING BAY LIVR

DB
VVVS
RRNL
AAYYIN

IBRVAYVL

B
RL V
IAY

~~DRIVING BAYSRVAYVL~~

BOLYAN

S D R A
AY I V R

LIVN

S D R
A VOR
BAY

DAYSY

RV
AA

JRBY

© 1991 The Heronstone Institute

smart
intelligent / people solve problems well
clever / guys cleverly
elegantly
effectively

- wise guys don't create ~~the~~ problems in the first place.

Thank Sue at Domain Associates.

LY

LY

77.3
wefe 5
7.46

i am
i do monica
i know
i will

© 1991 The Heronstone Institute

Verifying theories

a theory predicts ~~what~~ that something will happen.

- if it happens, that doesn't prove a connection
- if it doesn't happen, that doesn't mean it might not next time.

a theory predicts that something (x) won't happen.

- nothing is proved if it fails to occurs
- HOWEVER, if it does occur, the theory is DISPROVED.

Jeff Weigand

Let's not fool ourselves. These are dangerous times... ~~unprecend~~ these are times of unprecedented change. The world has changed more in the last 40 years than in the last 40,000... and it will change that much again in the next 20 years. Old ways of doing things are failing — old institutions collapse... Not only are the old answers/solutions/etc inadequate — they don't even address the right questions/problems.

The individuals and organizations that succeed/survive these chaotic ~~times~~ events will be those that are not too tightly bound by the old ways of thinking, acting... etc.

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But how are the old assumptions held in place?
they are embodied in the habitual behavior of
the language machines in each of our skulls.
* II/B/4

LANGUAGE) Language is the track on which
our thoughts run the trains of thought.

bites
Cites
fites
hites
kites
Lites
mites
nites
Rites
sites
tites

bikes
mikes
dikes
hikes
kikes
likes
pikes
tikes
yikes

dime
lime
mime
nime
pime
rime
sime
time
vime
wime

* II/B/7
I/B/2

Quicktime

I've spent been dragging English

American

dime
lime
mime
rime
time

77.4
thufe 6
7.47

6

Ed McFadden
IADE
American

ESL 836-9671

ESL left message
International College of California
854-8860

Mac Draw in Fullerton
nights
525-1034

© 1991 The Heronstone Institute

Western Funding
Euclid, O.
638 7711

Venture Capital
Pratt's
Guide

"the", a major source of linguistic pollution.

MANTRA
MANTRA
GERIZNOAY
RIZNOUAYGE

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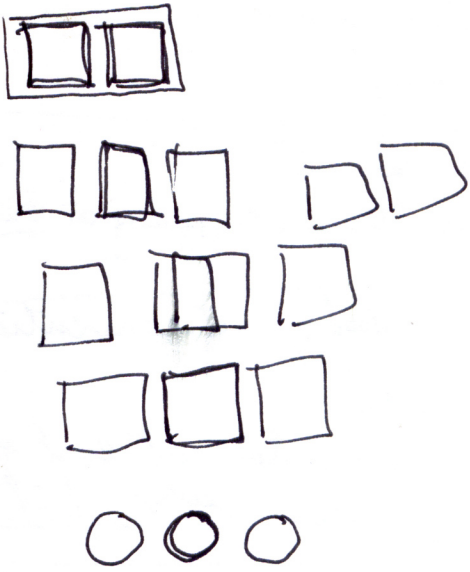
- How many sentence structures are there?

1. Bill is mad. Noun ~~verb~~ is adj.
2. Bill is a jerk. Noun is a noun
3. N V → ——————→
4. I went to the movies
5. I bought a camera.
6. He's the guy who quit yesterday.
7. questions — who are you
   what's your name
   what is name (your)



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Pratt's Guide to Venture Capital Sources
R 658.15 PRA

77.5
gyle 7
7.48

gendo clients
- Standard Microsystems Copp.
  Irvine Spectrum
- Disney Inc.

There is no "I"
There is, "What's happening at this location." (now)
-yesterday

---

gendo workshops at conventions.
red belt
agent's meeting at end of convention
for those who got it!

Third Millenium Venture Capital Limited
San Francisco 404/474-0246
Dr. John Koza
R+D etc.
Technology of consciousness
3ME

© 1991 The Heronstone Institute

1 BANCORP CAPITAL GROUP
11812 San Vincente Blvd.
L.A. 90049
213/820-7222
Lynda Gibson
Benjamin Stern

2 The Benefit Capital Companies Inc.
* 213/641-3767
714/756-3212
Newport Beach
Robert Smilely
Peter Wuebel
Wayne English

3 BLALACK-LOOP, INC
Pasadena 818/449-3411

4 BRENTWOOD ASSOC. see
714/557-4977
John Walecka
Kevin Hall

5 BRUIN CAPITAL CORP.
* Redondo Beach, 213/297-9444
Chris Chen

6 CAPITAL FUND PARTNERS
* Anaheim 714/535-5148
Eugene Anton

7 CAPITAL RESOURCE LENDERS
* Newport Beach 714/852-9587
Jim Cowart

8 DIEHL + COMPANY
* Newport Beach 714/955-2000
Russell Diehl - Robert Chappell

9 DREXEL, BURNHAM LAMBERT
Beverly Hills 213/281-5600
Frank Kline, V.P.

10 ENTERPRISE PARTNERS
* Newport Beach 714/833-3650
Charles Martin - Andrew Senyei

11 EQUITEC LEASING COMPANY
* Irvine 714/476-0906
Douglas Metz - Paul Donnelly

12 FINANCIAL TECH. RESEARCH CORP.
Woodland Hills 818/710-8600
Neal Bruckman

13 FIRST INTERSTATE VENTURE CAP.
Newport Beach 714/253 4360
Ronald Hall, Charles Fullerton

14 FIRST WESTINGHOUSE VENTURES CORP.
* Newport Beach 714/721 0740
James Murray Lary Kramlo

15 Health Capital Group
West Covina 818/962-8602
Leslie McCurdy - Calvin Dong

16 IMPERIAL VENTURES INC.
Inglewood 213/417 5830
John Upshur

17 INTERSCOPE INVESTMENTS
L.A. 213/208-8636
J. Murray Hill

18 ~~IRVINE TECHNOLOGY FUND~~
* Newport Beach 714/852-9000
Walter Cruttenden, Gregory Presson

19 IVANHOE VENTURE CAP. LTD.
La Jolla 619/454-8882
Alan Toffler - P. Fredrick Wulff

20 LF INTERNATIONAL INC
Burlingame 415/697-8936
Michael Hsieh

21 ~~LINC Venture Partners Inc.~~
NATIONAL CORPORATE FINANCE INC
* Santa Ana 714/756-2006
Steven Rabago, Pres

22 NATIONAL INVESTMENT MANAGEMENT
L.A. 213/321-9000
Richard Robins, Pres.

23 REPRISE CAPITAL CORP.
L.A. 213/386 3600
Norman Tulchin Ex. V.P.

24 RIORDAN VENTURE MANAGEMENT
L.A. 213/229 8453
Patrick Haden

25 Security Pacific Capital Corp
* Costa Mesa 714/556-1964
Everett Cox, John Geer, Brian Jones

26 Souther Calif. Ventures
Inglewood 213/216-0644
Irvine 714/752-9341
Pieter Halter, Lois Fisher, Bonnie

27 3i Corporation - 3i Capital
* Newport Beach 714/720-1421
John Ulrich, Lee McCracken

28 Union Venture Corp.
L.A. 213/236-4092
Jeffrey Watts, Pres.

29 Ventana Growth Funds
* Irvine 714/476-2204
Standish Fleming

30 Warburg Pincus Ventures, Inc.
L.A. 213/203-0500
Edward McKinley

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7892

31 Wedbush Capital Ventures – LA 213-688-4545 688-4545
James Moore – Steven Burge

77.6
safe 8
7.49

(32) Friend, Weinress, Frankson Inc.
Gregory E. Presson – managing director
Irvine.

---

gendo business strategy
send post cards clients (possible + repeat)
maintain list of ~~possible~~

Market to Consultant.
team up with consultants doing complimentary work.

---

thank you notes afterwards.

---

gendo clients
Novadyne Computer Systems
★ Santa Ana
Bert Novak, President.

---

gendo class in business
★ every person must be a member of a team
Name the team
the opponent is confusion/unconsciousness/unconscious assumption

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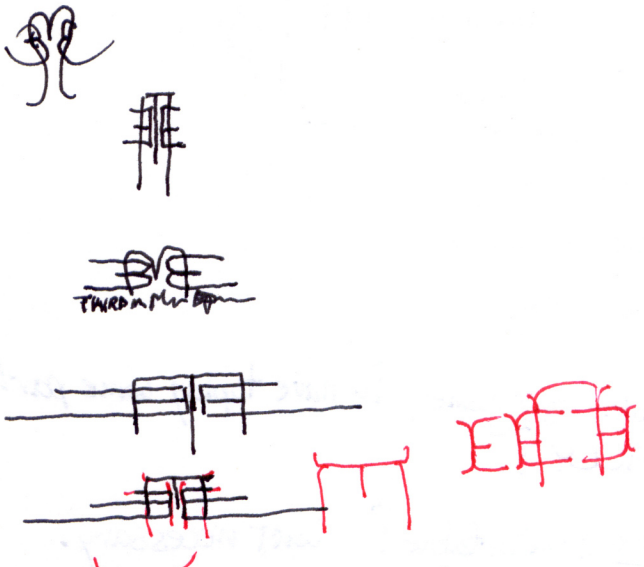

Phonographics:
FONNGRAFIKS: a ~~teaching~~ the system/method for learning american pronunciation ear-training

---

Crazy
1. not knowing the difference between right and wrong.
2. not being in control – knowing the different but doing the wrong thing anyway.

77.7
safe 9
7.50

information that is irritating or doesn't fit is automatically eliminated.

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McGurk + Macdonald, 1979
reft to light

gendo client
Akio Morita
Sony Corp.

If I'm gonna play any game, i'll have to play some particular game.
Oh! REALLY?

"Don't get too comfortable!" isn't necessary.
It's an attempt to protect Dennis/etc. (ETS)
from pain in ~~the~~ future.
- from getting a possible lazy-intellectually
- from ~~not~~ losing ~~the~~ an ability to deal with hardship.

Determine the one million most influential people in Earth — train them in gendo

STC
Society of Technical Communication
gendo client
reroot

© 1991 The Heronstone Institute

77.8
mode 10
7.51

Call Maria
Thurs 10:15

gendo client
Alice Beckman Zyetz
310/390-1635
In Plain English
310 896 2982 - voice mail

what could it possibly mean ~~to~~ for "me" to learn that there is no "I"?
Who, exactly, is it that's gonna learn it?

Write/declaration of intention to eliminate studity and unconscious erroneous distinctions
/promises

Preliminaries
- to do the homework faithfully
- not to tell anyone about the word until after the second meeting./unless you infect them properly!

OVER

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awareness of "the" is like a virus — if infected properly, it will kill the host. (eventually) if not, the host will develop an immunity to the virus.

vaksyn
polio vaccine
vaccine

this is just a test to see if I like writing with this new UNIBALL – micro DELUXE
It appears as though it might be difficult to tell the difference I think I like it.

Several outcomes are possible...

1. the virus takes hold quickly and kills host.
2. the host mounts a vigorous counter-offense, wiping out the virus or keeping it at such a low level, it has little significance in the actual operations of the L.M.
3. there is a kind of dynamic stand off. the virus erupts occasionally by is repeatedly driven back. — But its presence is known. It's there!

Back to this.

what could it mean for "me" to discover that "I" [doesn't / don't] exist.

* Clearly – something profound is occuring and some of it is occuring in the vicinity of dennis' head. whatever it is, it's not being learned by what I used to think was "me"!

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TEAM EARTH

TEAM EARTH

T/MIRTH

TYMRO

77.9
tufe 11
7.52

KORG - 1190 AM
~~Lou Salatino or~~
~~Down McKahan~~
~~714/776-1190~~
START YOUR OWN RADIO PROGRAM

* gendo client *
Silicon Systems, Tustin
Pacific Scientific Co., Newport Beach
National Education Corp., Irvine
Wahlco Environmental Systems Inc., Irvine

Mac illustrator - nights
525 1034

Random walker/mover
variable factors
- direction
- time
- speed
- health (probability of dying) before next day)
- strength ?

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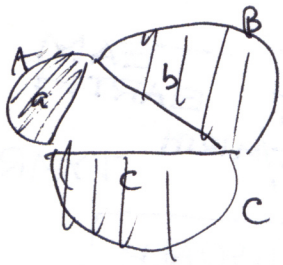
7898



$a^2 + b^2 = c^2$

$A + B = C$

$2r_a^2 + 2r_b^2 = 2r_c^2$

πr^2

$\pi\left(\frac{a}{2}\right)^2 + \pi\left(\frac{b}{2}\right)^2 = \pi\left(\frac{c}{2}\right)^2$

$\pi\frac{a^2}{4} + \pi\frac{b^2}{4} = \pi\frac{c^2}{4}$

$A = \frac{\pi r^2}{2} + \left(\frac{\pi\left(\frac{a}{2}\right)^2}{2} + \frac{\pi\left(\frac{b}{2}\right)^2}{2}\right) = \frac{\pi\left(\frac{c}{2}\right)^2}{2}$

$\frac{a^2}{4} + \frac{b^2}{4} = \frac{c^2}{4}$

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$$\frac{\pi a^2}{4} + \frac{\pi b^2}{4} = \frac{\pi c^2}{4}$$

$$\frac{\pi a^2 + \pi b^2}{4} = \frac{\pi c^2}{4}$$

$$\pi(a^2+b^2) = \pi c^2$$

$$a^2+b^2=c^2 \qquad A=\pi r^2$$

$$\pi r^2$$

$$\pi\left(\frac{a}{2}\right)^2 + \pi\left(\frac{b}{2}\right)^2 = \pi\left(\frac{c}{2}\right)^2$$

$$\pi\left[\left(\frac{a}{2}\right)^2 + \left(\frac{b}{2}\right)^2\right] = \pi\left(\frac{c}{2}\right)^2$$

$$\left(\frac{a}{2}\right)^2 + \left(\frac{b}{2}\right)^2 = \left(\frac{c}{2}\right)^2$$

$$\frac{a^2+b^2}{4} = \frac{c^2}{4}$$

$$a^2+b^2=c^2$$

★ 256 types of living "space" activities ★

212s eat 56, 24, 18, 214, 207, 118 and 13

212s are eaten by 12, 52, 53, 54, 78, 92 and 233

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gendo homework. ☆

find examples of written "the" abuse - Copy 3 paragraphs.

find some good examples of "a" or "an"!

tape examples ~~on~~ from radio or T.V. 3

☆ ☆

free gendo
Leonard Shapiro
Publisher Observer
The L.A.
Los Angeles

letter to

Radio Free Venice
Tom Reveille 104.7 FM
213 399 1787

77.10
wefe12
7.53

I, Dennis Horn, declare my willingness to be a lot happier and more relaxed/less uptight than I already am. Dennis has suffered enough!

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Homework – use gendo over ~~zoom~~ terp.

1. edit. THE CAPRICIOUS COSMOS for "the".
2. find 3 examples. of the incorrect use of "the." ~~Copy~~ Bring to class.
3. Bring in 3 examples of stupid "thes" from your own writing.
4. find 3 examples a good uses of "a" or "an" where most people use "the".
5. 3 taped examples of stupid "the".

A good question to ask when a conflict is seen/thought/etc to be arising.

"What do you want me to do?"

UƎDՈʎՈUƎNİ MY DՈDU

good test for teachers ↗ can they figure it out.

~~UƎDՈ~~ N N N !

UƎDՈʎՈU N MYDՈDU

Orson Hend – ~~the~~ radio personality
the closet intellectual

---

because it's always now, the past and the future are fiction/narrative.

A, Ahmm/Hum, declare my intention to do music!

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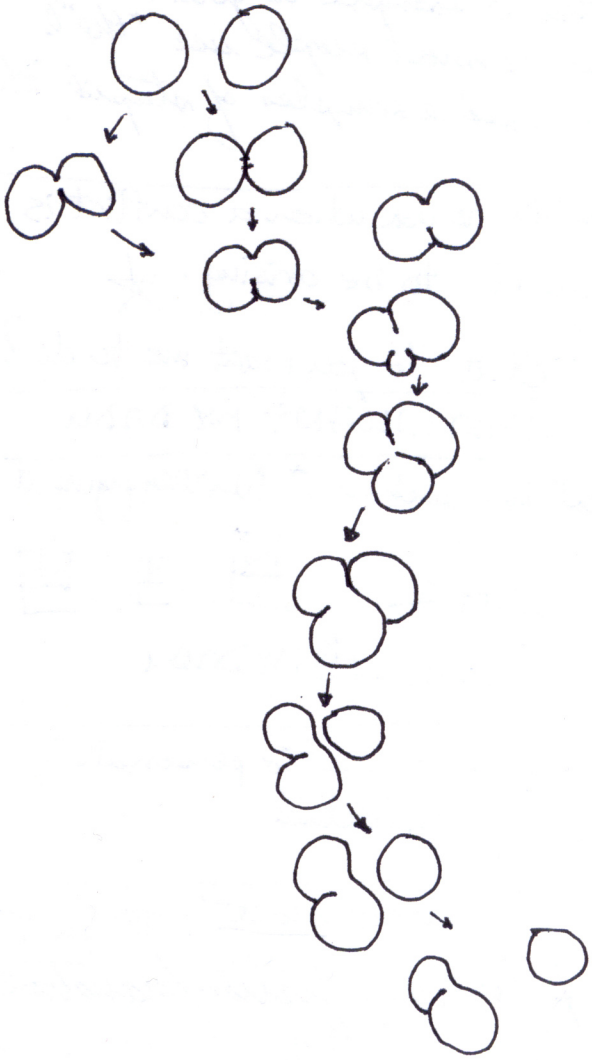
77.11
~~thufe 13~~
7.54

dwelling space - a living machine
" " space



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77.12
fyfe 14
7.55

gendo client

Luciano Benetton, founder
Peter Fressola - director of communications

AB2 We should be shocked, frightened, outraged, hurt, embarrassed etc. at the things that are happening in the world. Its not a sign of weakness to admit thinking about them.

shock, fear, outrages are appropriate responses of a conscious person who is aware of conditions in Earth.

---

gendo client

C.R. "Dick" Brown, CEO
Daihatsu America, Inc
Los Alamitos

---

gendo client

Eiki International
R+D in Lake Forest
US Hqtrs
~~25~~ 26794 Vista Terrace Drive

© 1991 The Heronstone Institute

itching
I Ching >

It looks like dennis has to become "something" in order not to be stuck,—having become something. Huh?

gendo client
Libertarian Party of Orange County
540-5053

David Farrell
Mechanic National Bank
714 575 0720

© 1991 The Heronstone Institute

7905

1500 Quail Street Ste 550

Newport Beach Ca 92660

Russell ~~Deihl~~ Diehl

Steve Alford

77.13
safe 15
7.56

gendo handouts
- the definition
- example to edit.
- tape + transcript.

---

single sheet, color graphic, executive summary of the shoelace tensioning device.
Promo

© 1991 The Heronstone Institute

7906

77.14
sufe 16
7.57

send letter on monday to gendo ~~client~~ students from saturday.

I/gendo must become a ~~premise~~ presence to them — potential clients —
& must ~~follow~~ followups with postcards monthly.

---

gendo client
Tom Petess

---

gendo
papers
student info sheet
* homework
letter (sales)
follow-up Postcards
with quotes
* declaration
mid-week communique
* in-class practice editing "the"

© 1991 The Heronstone Institute

a way a speaking
" " " thinking
" " " spinking

---

gendo brochure

- about Dennis/½ panel
- gendo/
- the Institute/½ panel
- cover/1 panel
- Whose it for? Who's it for?
- What is it? What is it?
- price list enclosed
  good until March1, 1992.

77.15
snope 17
7.58

Micronet Tech Inc.
Mac tech support
714/837-6033

Literature/Printed Material

I. Marketing
   a. Brochure
      1. gendo
      2. pronunciation
   b. Cover Letter — gendo/pron...
   c. Post Cards

© 1991 The Heronstone Institute

7908

Printed Materials

I. Marketing
- A. Brochures
  - * 1. gendo
  - 2. ~~pronunciation~~ ESL
- B. Cover Letters
  - * 1. gendo
  - 2. ESL - because I can independently costs are for more reasonable
- C. Post Cards

II. Course Materials
- A. Homework
  - 1. Emerson Quote
  - 2. explanation
  - 3. More quotes (several pages)
- B. Declarations / Acknowledgments
- C. Practice in class
  - 1. capricious Cosmas
  - 2. transcripts of audio portion
- D. Student Info form
- E. End of course evaluation

(F) Booster shots
postcards
follow-up communications

III Business Stuff.
- A. Contract
- B. Admin.
  - 1. Student Info form

77.16
tufe 18
7.59

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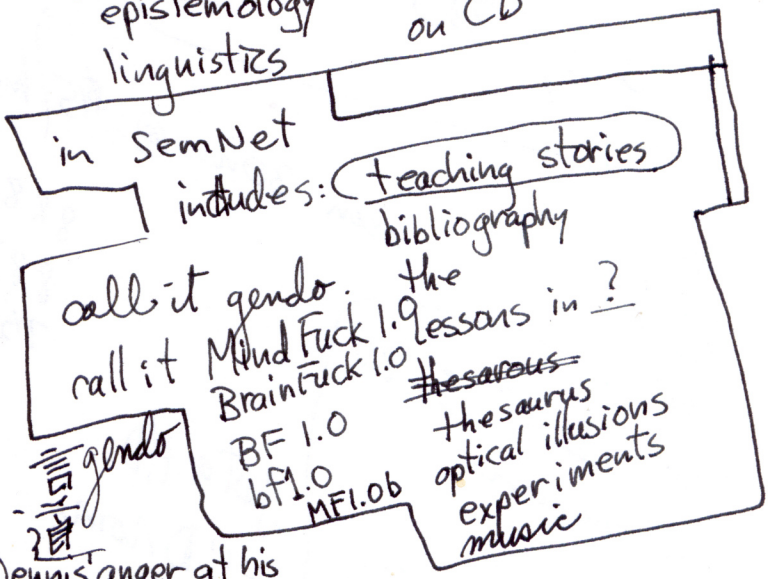
ESL
highlevel ESL
reading assignments
pronunciation
vocabulary

I/the self
refers to an ongoing
pattern
~~series~~ of processes occuring
in a lang. machine

New info product ©

Multidimensional database
epistemology
linguistics
on CD



Dennis' anger at his
~~dicing~~/dying father's cough.
Dennis was appalled at his anger. ashamed of it.
repressed it. ran away from it.
Why did it piss him off so much - what was it?

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7910

Crosspoint Capital
714/852-1611

Bob Hoff

Al Lay
Bonnie - L.A. School
213/383 9935

min 30hrs @ $15/hr.

15
30
450
900

8886
8877
7½ 7½ 7½ 7½

Mac II si 5/80
12" monitor
scanner
printer
modem 9600
keyboard
Back up to CD

Just a HD
+ CD rom

© 1991 The Heronstone Institute

space
time
relationship
energy
force
emotion
activity
feeling
sensation

levels of abstraction

If we're gonna talk about something - let's start by making some distinctions for the purposes of a "good" conversation.

one — things you say / you can put in a bucket

two — other "things" - abstractions of higher order

a. relations between things

Diversified Lang. Institute
1177 N. Magnolia Ave.
Anaheim Cal. 92801
800/828-2683
ESL

© 1991 The Heronstone Institute

gender client.

Steve Jobs. Next Inc.

77.17
wefe 19
7.60

Trainers/Motivators
214/348-1235

1-800-368-5855
827 5722
SBA Wash D.C.

© 1991 The Heronstone Institute

melancholy

melancollie

John Q Choi

Proposal for a business relationship.

long term objective:
build a world-wide franchizable ESL organization that really teaches English well and teaches it in an entertaining, creative, manner. with a reputation for producing graduates who can really talk.

red belt ~~after~~ 6 mo. [English 900]
orange belt ~~after~~ 6 mo.
yellow 1 year
green 1 year
blue
purple
ultraviolet
black

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~~I'll be your assist~~

I'll do two things

I can fulfill ~~two~~ several functions

function
- director ESL
- publishing
- ass. dir of school

1. I can direct day to day operations of the ESL dept.
   - interviewing/hiring/training teachers
   - develop curriculum/~~materials~~ teaching materials/homework ~~materials~~/etc.
   - develop testing procedures (ESL)
   - develop an original ~~new system~~ computer-based

2. ~~We can work together~~
   I ~~can~~ ~~manage~~ manager your "desktop publishing" manage

↳ enquire.

workbooks
student handout.
marketing materials
postcards
letters
brochures
homeworks
business forms
etc

3) I'll run/school so you don't have to be here. so you →

© 1991 The Heronstone Institute

what Dennis needs to be ~~happy~~ satisfied

$15 x ~~20~~ for 6 mo. = ~~$10,920~~ $11,700

Mac II si 5/80	2500	
Monitor	500	
Keyboard	150	
Optical disk	600	
9600 b modem	400	
printer	2500	
desk/table	100	
	$7,200	7,200
misc.	1000	1000
		$20,000

students pay ~~150~~/mo.

150 students x $150 dollars = $22,500

25 students/month

~~5~~ classes with ~~5~~ students each

~~10 12~~

Mouth Posters

Computer lab

can be out selling our services

© 1991 The Heronstone Institute

7916

gendo client

Dr. Yvonne Chan

Vaughn Street Elementary School

San Fernando

~~1.3330~~

gendo client

seen on KCET

Life & Times

gendo client

Ingram Micro

Chairman Chip Lacy

Pres. David Dukes

did $2 Billion in sales 1991

up 38%

Cruttenden & Co.

Walter Cruttenden Jr.

in Reg.

Mark Matheson - research director

© 1991 The Heronstone Institute

77.18
thurfe 20
7.61

836 2709

901 W Civic Center Dr
at flower

Gladstone's
Venture Cap Handbook

must memorize all the sentences to be promoted.

ESL school procedure for
student ~~at~~ promotion:
a ~~every~~ student must apply for promotion.
every student will have a personal
interview with the teacher.
Some will apply for promotion during the interview
$5 application fee = 15 minute promotion ordeal
Make appointments - pay teacher

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7918

I, Heron Stone, declare my intention ✱ to write effectively so that I can sell gendo. - so that people are moved to action - converted, etc ✱

a sequence of a sale a

1. write^n
2. phone
3. in person (the close)
4. session #1
5. session #2
6. follow-up

Stone

Marketing quotes
2 simple ones for every complex, rigorous, technical one

77.19
fife 21
7.62

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~~Feed~~ Food to the PEOPLE

We, the rich, had better take care of our nest or we'll be gone. We should assume food and shelter for Every human being on Earth (to their level of expectation).

Monica said, "Just wait one mississippi."

Basic Life (Living) consists of:

food – nutrition cakettes (nutes)
clothes – monks robes (choice of costumes
- monk
- jumpsuit (army)
- pants + shirts (levis)
- raingear
- shoes
- used

shelter – 8x10 ★ see next page

Total Dig. Comm.
- T.V.
- radio
- fax/Macs
- phone
- transportation
- information

powerbook
hygiene facilities

We only have to do it in..
North America
Europe
Asia

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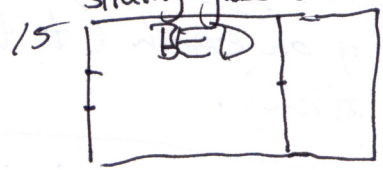
shelter fac.

8'x10' with a balcony (4ft)

door with a lock

sliding glass doors



wide
8 x 14 x 9' high
deep

28
12
110

showers
washing facilities

resident managed

rules for staying
must ~~participate~~/attend/participate/
governing meetings (weekly)
make introduction/declarations/etc.

1000 CDs for $100 overseas for the rest of your life

People are free to leave if they don't like it.

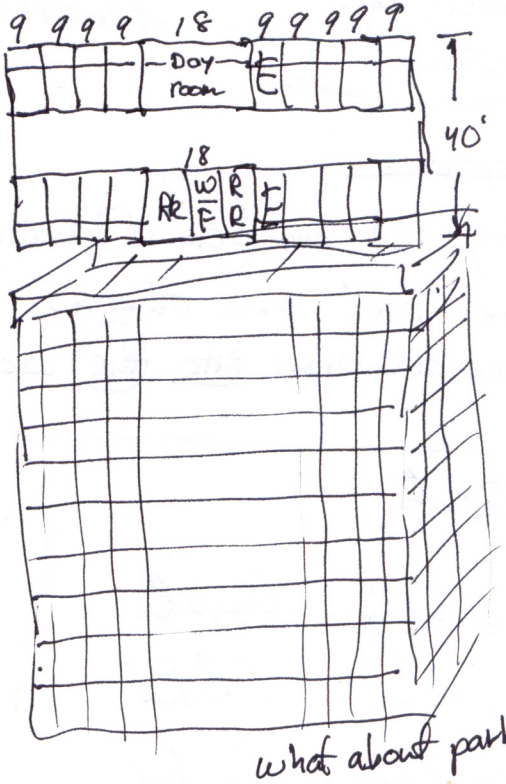
facilities world-wide connected by computer network

~~every floor is a political unit.~~

Regions ← wings + floors
buildings
blocks
neighborhoods

© 1991 The Heronstone Institute

If they can't "make it" in the "burbs."
they either – ① need medical assistance
– ② need ~~police~~ psycho assistance
– ③ should leave.



81 + 18 = 99

99 × 40

100 × 50

100 × 50 ×

16
16

ESL start preparing
teacher's manuals —

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linguistically imposed
stupid attitudes/assumptions/etc.

1. absolutism
2. identification (hypnosis)
3. 2-valued logic
4. projection
5. pronouns (emotion)
6. reification

IDENTIFICATION:

believing that some (sets of?) distinctions are more "real" that others.
— projecting distinctions into the world.

---

gend clients:

John Scully — Apple
Ted Turner — TBS
Phillip Morris Co. Inc.
spending 9 billion on overseas development.

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Bills attorney
Chuck Thomas
Charles
1213/595 8422

SI 5/80 2349

13" 681

KB 155

Stylewrite 325

Pers Laser NT 1300

LW ~~ADT~~
II f 2000
II g 3500

9600 ~~450~~ - 500-600

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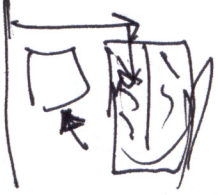
7924

77.20
safe 22
7.63

* newsletter to gendo red-belt holders excerpts from articles show really stupid language use.

Linda ↔ Anaheim



77.21
safe 23
7.64

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	Plan 1	Plan 2	Plan 3	Plan 4
Mac II si 5/80	$2400	$2400		
13" monitor	700	700		
ext. keyboard	200	200		
optical disk	2000			
80MB removable		1200	1200	
9600 b modem	500			
LaserWriter IIf	2700			
Personal LaserW NT		1300		
scanner	1500			
chair & table	200	200		
80Mb HD for Portable			500	
	$10,200	$6,000	$1700	

8125
© 1991 The Heronstone Institute

7926

gendo followup

ask
collect the student discoveries
ask them to send in
transcripts and/or audio/video tapes.

A strategy for analysis

tentative identity/self
assumptive " / "
hypothetical " / "
theoretical " / "

ESL
after people take intro to paragraphics - 4 wks.
they can take one of 3 labs
- beginning — basic lab
- intermediate
- advanced — fine-tuning

---

do gendo at Dayrunner

© 1991 The Heronstone Institute

Boyd

Dennis feels inferior to you and finds it difficult to deal with you on equal terms. I need to say that to establish Heron Stone's identity

with our resources we could save Earth

What's your vision?

Let me introduce myself; I'm Heron Stone.

BOYD, I'VE GOT A VISION!

I want to share that vision with you.
I want to share your vision

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7928

All problems result from a failure to distinguish "what is" from ~~what~~ our analysis of "what is".

* the problem is we believe everything we hear our L.M. say.

~~* If you stop to think about it...~~

(1) We don't decide on a word by word basis what words we're gonna say. It just comes out — according to the programming running in your L.M.

(2) Much of what is generated by the L.M. is stupid!

(3) you believe everything you hear your L.M. say. You think "You" said it — so therefor, you must believe it — defend it.

(4) ~~the~~ conscious ~~knowledge of the problems~~ the way out is by thinking in English imposes on us.

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462 The biggest threat to the ~~rich~~ rich people of Earth is the poor people

6 books 4 x 1
10 lessons per book 2 x 2
15 sentences/lesson

900 sentences

Robin Williamson
P.O. Box 27522
L.A. 90027
213/665-3613

77.22
mofe 24
7.65

How is it that when I touch my left big toe to my right big toe, that the physical sensation "appears" simultaneously with the visual rep?

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7930

77.23
tape 25
7.66

gendo client.

the Spa at the Center: California
Jeff Jones Managing Partner

BW Associates, Berkeley, CA
wrote report for State Legislature.
on poor condition of ESL in
schools.

---

gendo client
Harriett Walther
exec director
National Issues Forums of
Orange County
Irvine

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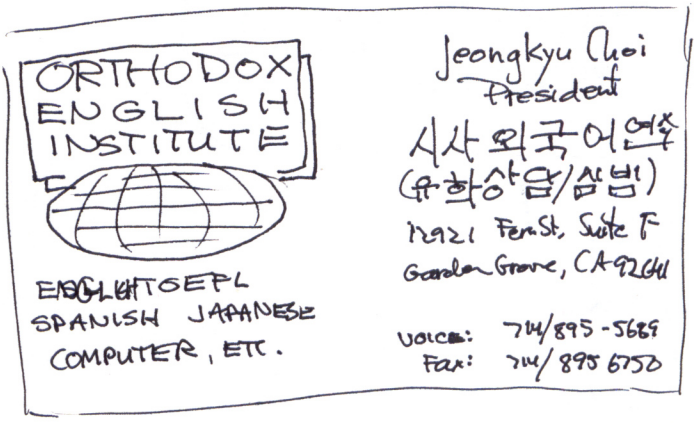
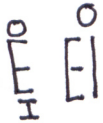
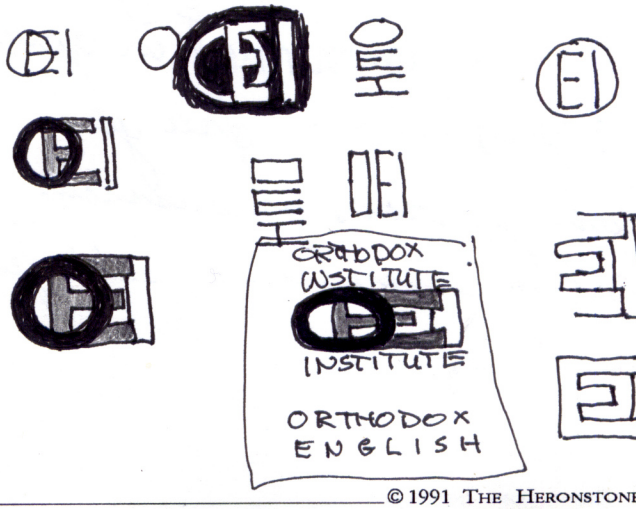
PHS

call Boyd and tell him that I don't believe him when ~~when~~ he says that he doesn't want to save Earth.



TOEFL SAT
ENGLISH SPANISH
JAPANESE COMPUTER
ETC.





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7932

Imagine
not always looking for something
a woman
money

teach English, SAT
tony 857-1100
IRVINE

77.24
wefe 26
7.67

gendo brochure
2 easy entertaining 45 min sessions that can transform the lang. environment in your organization. free you from previous unconscious limiting assumptions, self-fulfilling prophecies

© 1991 The Heronstone Institute

Contact dictionaries about phonographics

We pay others to do the things we think needs to be done!

attorney's
real estate agents
accountants
sales reps
} all useless parasites

what about advocates for issues?
what's the difference between an issue and a product?

does stuff/ideas have to be sold
or can it just be made available.

Boyd – you don't get it –
it's like art. not save old Earth
it's create a new Earth. It's an
act of creation – Let's create Earth.
together. Not because it needs us
or we need to do it = because it's the funnest
most awe inspiring thing I can imagine!

© 1991 The Heronstone Institute

Boyd

Apologize for disappearing so quickly on Sunday. It's a constant struggle to stay present in your vicinity. I think I checked out after about 10 min. and Dennis took over - doing an imitation of me.

Dennis is powerful and quite liberal at times. For a language ope

Anyway, when I'm around you, it gets couched in terms of "need to save Earth", good/bad, etc. And, of course, those are some of the many valid perspectives on the material we discussed. But it's not the perspective that inspires me.

Let's create the new Earth consciously as artists who medium is Earth.

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It's an act of pure expression of creativity. It's not saving the old Earth - it's create an new one. An opportunity presents itself to those of us who see it.

I assume that it depends on how big you choose to define "I". since "I" is a figment of English which "exists" only in the domain of language.

How you see/categorize your life/ experience depends to a large degree

I
You needn't fear any concept,
once you I'm clear about some
distinctions between words like -
I, language machine, self experience.
a language ape,

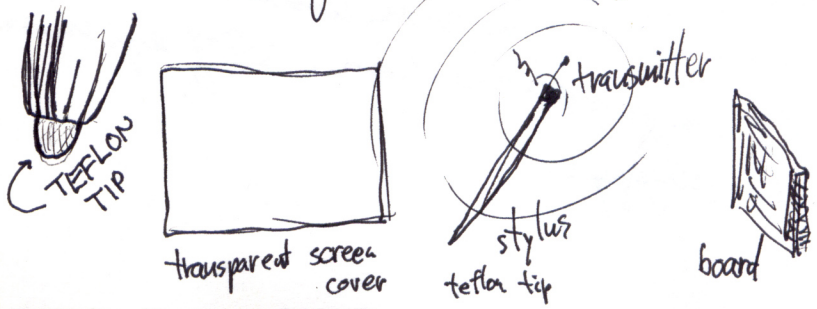
© 1991 The Heronstone Institute

all forms act to preserve their integrity

77.25
thufs 27
7.68

gender + ESL
Dal OK Chung
Hyundai Motor America
Fountain Valley

Boyd ~
design a stylus for Card screen Magic Pen
writing on flat screens. – any systems Powerpen
boards for ~~MACS~~, ~~DOS~~ etc. Macs DOS TurboPen



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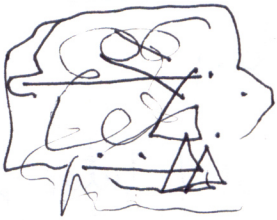
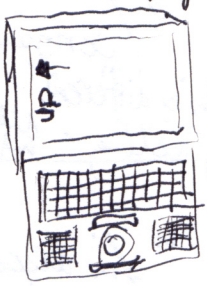
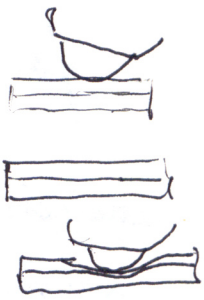
It's a difficult & tedious task to set about the process of reprogramming one's own long. mach. However it's relatively easy for a group of ~~people~~ like-minded (similarly intentioned) people (a working-group) to alter ~~its function together~~ their collective L.M. (thereby gendo-introduction to thinking influencing their individual LMs

squeeze styles for mouse click
the snake (not mouse)
styles must be silent.





* screen is configurable in any user definable degree of rotation.



We've all embedded in time/space
Dennis feels desparate.
" " like he's losing it.
" " " " out of control

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7938

Boyd.

I don't believe what you said about being happy.

What you said is NOT what you really feel! It's only how you talk about how you feel. HOW WE FEEL is not words - how we feel is ineffable, unknowable, unspeakable, unthinkable un?able !

Jorg

the family that learns together burns together. turns

I'll Tutor your whole family in American customs/language/etc. science computers for $20/hr

Every family is different. start by testing - reaction time interviews.

Analysis

Dennis was saying things like, "I'm desparate, I'm loosing control."

Then Heron showed up and ~~rescued~~ rescued me by edited the things to, "Dennis feels desparate." — BIG DIFFERENCE

it feels like grace sometimes.

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Who am I?
To what does the word "I" refer?

The family that ~~turns~~ learns together
yearns ~~burns~~ together.
it doesn't mean anything - but it does get your attention.

New Brochure on family tutoring
~~at your house~~ in your home
6-~~8~~ 7:40 8:9:40

learning team
each person has written
learning objectives and
all the others in the family
support that person
achieving his/her objectives

300
290

M W	6 - 7:40	$~~35~~	70
M W	8 - 9:40	$~~35~~	70
T Th	6 - 7:40	~~35~~	70
T ~~Th~~	8 - 9:40	~~35~~	70
			280/wk

American customs
American pronunciation, English as a second Langu
Science, Computer as an educational tool
gendo

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Family Tutoring forms for each student to fill out.

clarifying educational objectives

(many people have not carefully considered their ed. goals. They may have unrealistically optimystic goal. OR (on the other hand) they might have a lower than necessary opinion of themselves.

Family Tutoring/Education/Counciling

creating a learning environment — children learn what they observe. — not what they are told.

Children learn to learn from parents who are learners.

scienc

77.26
fife 28
7.69

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Marketing Rep. in Yellow pages.
— Consultants
— Resend and Analyz

Call Convention Center about ~~sporting~~ good trade shows.
trade association in yellow pages.

77.27
safe 29
7.70

AB2 (the B2 b...)
building B2 bombers is an expensive hobby if we (you) don't intend to use them.
who benefits from this activity

gendo client

John B T Campbell
Campbell Automotive Group
no more dickering
Costa Mesa

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7942

documents

A. brochures
   1. gendo
   2. ESL
   3. Family Science Training
B. cover letters
C. Course Materials
   1. gendo.
      a. classwork
      b. homework
      c. etc.
D. Contracts
E. Receipts

Marketing
Course Material
Business Stuff

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77.28
summer
7.71

★ Family Science Tutoring
Mac-Based
pre. Mac Classic/notebook
Science News
~~ENET~~ BBS

$\frac{.75}{4.25} = \frac{x}{3.5}$

$\frac{.94}{4\ 15/16} = \frac{8/}{x}$

.6/ 4 3/4 .75

Family Tutoring

1. Immigrants
2. a. American Customs
   b. American Language
   c. Science/d Reading/e. etc.
2. Natives
   Science, gender, Asking Questions How to think

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What a child needs to learn now is HOW to think – not what to think.
How to Ask questions as well as answer them profusely.
A child doesn't need a diploma, a degree – as even an "education".
People need to learn to think, and act effectively in achieving their ~~goals~~ personally/culturally fulfilling goals.

---

1. These are dangerous times
2. Thinking will become increasingly important.
3. gendo
4. theory – how it works
5. sales – the close/the offer.

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The determining factor in the success or failure of any group undertaking is the intelligence of the individual people who comprise/are the group — and the communications between them. The linguistic environment.

Aspects of HI

1. ~~Goals~~
2. teaching stuff (course material)
3. business stuff
   contracts)
   brochures)

4.) a) creating it.
   b) selling it.
   c) doing it.

88.5 KSBR

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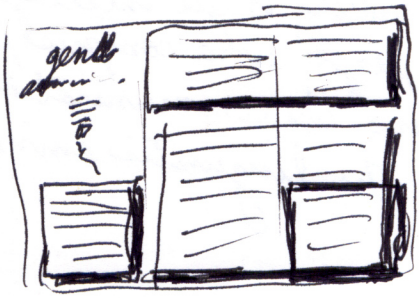

It's not impossible to reprogram your own LM - but it requires a level of commitment, tenacity, and determination. that can be too intense for many people.

it's far easier and a lot more fun to do it in a group of like-minded people who have ~~been~~ granted permission to point out to us when our language machines are ~~in~~terfering with our thinking

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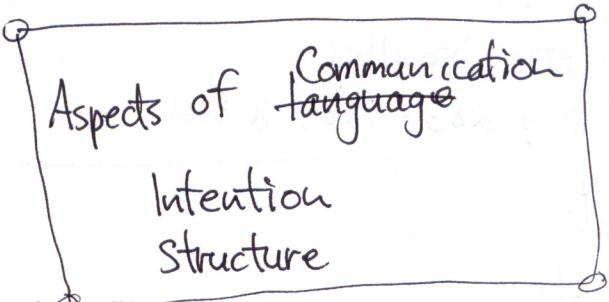
77.29
moman 2
7.72

Write to Boyd

~~the~~ One question is, "How do we build consensus?"

Consensus is a phenomenon that occurs only in the domain of language.

Consensus is composed of language.



Political Analysis

Everyone knows what the problem really is.
Everyone else is stupid!
∴ In order to get them to consider that they are stupid, I could admit I'm stupid. I get stuck on Stupid Ideas. I believe whatever I hear my LM say sometimes.

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7948

Healing a toxic linguistic environment

TLE

Seminars

1. Marketing Yourself (Wednesday)
   10 am Free
   581-7990

2. Education - Multimedia 9:30 am - 12
   ~~A~~
   18301 Von Karmon Ave
   9th flr
   Beth Staullet
   800/ 283-9889 x 802

---

gendo client

James Doti
president Chapman ~~College~~ Univ., Orange
named O.C. Manager of the Year by
Orange Coast Chapter of the Society for
the Advancement of Management.

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77.30
tumor 3
7.73

gendo clients

Metalcrafters
George Gaffoglios, pres
Costa Mesa W 17th St.
John - father

Software Council of So Cal.
21041 Western Av. Ste 160
Torrance 90501
213/328-0043

American ~~Assoc.~~ Electronics Assoc.
Irvine 851-1133

State of the Art. Inc is hiring

New Horizons - computer training co
hiring instructors, etc
Michael Brinda, Pres.

Walter Clark
Youth Science Center
Ladera Vista Jr. Hi School, Fullerton
Sat. 10-1

© 1991 The Heronstone Institute

Back to the THE project

S

THE STUPID PROJECT

78/1
weimar 4
7.75

gendo

MAI Systems
financially struggling computer distributor

CEO
Silicon Systems
New CEO Alan King
April first
Marty Surick
Senior VP of corporate planning
new business opportunities

Orange Coast Magazine
Ruth Ko - new owner/publisher

L.A. Gear
CEO Stanley Gold
accepts no salary for ailing comp.

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1. English
2. U.S. History A
3. Math – Al

---

gendo clients

KDOC, Anaheim
Chuck Velona, gen. mngr.

Jong Lee

1. rewrite old joke
2. write new joke
3 reading

78.2
thurman 5
7.75

gendo client
~~Ploh~~ ~~FLUO~~
FLUOR Corp. Irvine

gendo client
Irvine Unified School District
Mike Regele, board member

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7952

M	T	W	Th	
[illegible]	2	2	2	8-10
R				10-12
2	2	2		

[illegible] 2
6-8

[illegible]
6-8

Minisciibble $150 $425 [illegible] 19 miles 105 guarantee 105 S

© 1991 The Heronstone Institute

Jewish jokes
~~favorite~~ black joke

Read 1 1:15
Read 2 45 min

Dennis

Richter Scale
log 30
2 is 30 times stronger than 1
3 " " " " 2

120M 19 sec
corner CP30109
3½" 1/3 4t
$ ~~495.00~~

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gendo Clients.
Michael Brandman Associates.
Irvine —

The logic & a compelling truth

1. tough times ☆ ☆
2. thinking is important
3. thinking = language.
4. English sucks
5. Gendo - cleans English. knowing that it isn't enough
6. Reprogram your L.M.
7. - gendo is design for small working groups (3 - 7)
8. a small investment can pay huge dividends in increasing intelligence, creativity, - fewer unconscious erroneous assumptions to inhibit our creativity
   less stupid = more smart.
   1000s of misleading thoughts/Evaluations etc.

therefore - if you agree understand this argument you should call Heron to schedule a class

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7955

78.3
flyer 6
7.76

Jong Lee
9362 Bevan Av
Westminster CA 92683

T-W -6:10
Th -3:30

78.4
flyer 7
7.77

The Problem/Challenge
The Solution

The Problem Solution Offer

for a limited time,
thr.

Orient

© 1991 The Heronstone Institute

7956

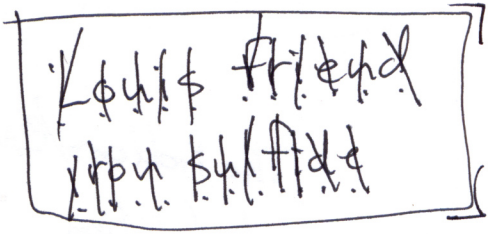
78.5
sumar 8
7.78

gendo clients

Davey Roofing
Timothy Davey, Pres.
Irvine

growing rapidly

Orange County Federal Teachers Credit Union
Rudy Hanly. Pres.
Santo Ana



Nutrilite Products
Buena Park
Bob Hunter CEO

gendo clients
T.V. news organization
Radio
etc.

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7957

714 854-8860
8am to 10am
looking for teachers
- computers
- language

617/252-6149
Jan Hayashi
ESL in Pomona

gendo clients

Teaching
Jeff Warwick
519
4199 92715
Campus
ste 420
Irvine
Julie

Pacific Scientific Co., ~~Irvine~~ Newport Bch
National Education Corp. Irvine
Wahlco Environmental Systems Inc, Irvine

1

```
  1 1
 2814
 6624
 1242
10,680
-5,500
 5168
```

Jeff Warwick
ste 420 4199 Campus Dr.
Irvine CA 92715
J talked to Julie

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7958

courses for ICC

1. DTP on Mac on PageMaker
2. Introduction to personal computing - Mac
3. ~~Computer as a tool for personal growth~~
3 4. American pronunciation - 4 wks (8 - 2hr meeting)
4 [redacted]. gendo. 1 2 meeting
5 [redacted]. gendo. 2 16 meeting

resumé + card

78.7
tumor 10
7.80

gendo clients
city councils

© 1991 The Heronstone Institute

7959

78.8
weman 11
7.81

gendo clients

Fluor

Chairman Les McCraw

Parker Bertea Aerospace Group

Irvine

Robert Rau, pres. big contract w/McDonnell Douglas

San Juan Institute

San Juan Capistrano

think tank - planetary science

Phonographics

Del Mar Media Arts

T.V. Commercial + voice over

714/753-0570

78.9
thumon 12
7.82

gendo

Advantage Life Products

Donald Danks, pres.

Laguna Hills

© 1991 The Heronstone Institute

7960
78.10
firman 13
7.83

gendo brochure

the research for this project has been going on for over 20 years. Thru the summer of '92 we'll be conducting final refinements of the procedures to insure an effective injection. during this period you'll be able to aquire it at a 50% reduction $250 instead of the regular eventual $500. Now's your chance to get in on the leading edge of epistemological technology An emerging new technology of "consciousness" The way I work is to be in front of people presenting the material. best way to refine the material

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Every organization consists of a linguistic environment. That environment determines ....

Advertisers, bosses, employers, coworkers, clients, lovers, spouses, children, parents, etc are ~~trying to~~ manipulating us for ~~what~~ their benefit (often unacknowledged - even by themselves)

Zendo is more than just self-defense in the domain of language - it's about mastery in ~~thinking~~ of the tools of thinking.

My claim is that I say fewer stupid things to myself than I used to.

7628

78.11
saman 14
7.84

- dangerous times
- thinking is important
- language affects thinking
- English is flawed
- Zendo is the answer
- The OFFER

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7962

78.12
suman 15
7.85

gendo : clients

Cathy Taylor
columnist at O.C. Register
business section

Tom Peters ~ on excellence
The Tom Peters Group
Vermont

78.13
moman 16
7.86

gendo client

78.14
tuman 17
7.87

Symbol Technology
Costa Mesa
wearable computer

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Would you mind
selling me a textbook
telling me a sexbook.

78.15
wemon 18
7.88

gendo

Ingram Micro
(new address as of April 8, 1992)
1600 E. St.
Andrew PLace
Santa Ana, CA 92705

H. Ross Perot

gendo

78.16
thuman 19
7.89

Perot Systems
Dallas TX

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1964

romance ★
~~love~~
intimacy ★
~~sex~~

ignorant of data
" of ~~pro~~procedures
procedures

stupid
unconscious – you don't know you don't know.
malicious
ignorant – you know you don't know

Computers: a great way to waste time.
A SALES LINE

~~It is not the to~~

It's the hereNOW
~~and~~ the thereafter
and

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78.18
seminar 21
7.~~22~~.91

gendo clients

★ Jeffery L. Knowles
2333E Coast Highway
Unit H
Corona del Mar
714/675-7626
(Train of Thought
audio-tape magazine)

~~RED ORANGE~~

★ Kathy Bronstein, new chief exec.
Wet Seal Inc. first woman C.E.O.
Irvine

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7966

- chaotic times
- thinking is important
- We think in Language.
- the lang we think in - determines what we think.
- English is ~~flaw~~ flawed.
- If you think in English you're confused.
- Semantics is the thinking... eliminated the obstacles to clear thinking / accurate comm.

  Red Belt.
- THE MOST DANGEROUS...

  RED BELT
  ORANGE BELT
  agreement about what's stupid.
  - absolutism
  - 2-valued logic.
  - reification
  - the

Big TYPE
little type

1. We think in language.
2. The structure of the language we think in determines the kinds of thoughts we are capable of thinking & the accuracy in which thoughts are formulated.
3. English is not perfect. It's taking over Earth though. It may be taking over Earth, but despite its apparent triumph - it could be greatly improved
4. All English thinkers are subject to certain errors, mis-evaluation, unconscious, erroneous assumptions.

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~~A business~~

(5) Any organization, with managers/workers/etc.
who are not hypnotized by the ~~struc~~ assumptions of English.
who can think beyond the boundaries of English
who aren't bound by all of the erroneous, unconscious assumptions of our ancestors.
– is more likely to succeed than an org. without people like that.

(6) – The ONLY PLACE you can go to learn about and begin the process of reprogramming your language machine is THE Heronstone Institute.

(7) If you want smarter people working for/with you, study with them you should do Gendo and your comrades, etc

If you want to be
- you want to be smarter
- " " " less stupid
- free from uncon. error assumptions
- more creative.
- able to think beyond the bounds of Eng.

Then you should sign up for the RED BELT course in Gendo.
2- 4hr classes – an overview of epistemology relations of lang. to thinking the most dangerous little word in English –

It's an entertaining experience that can have profound consequences to the linguistic environment of your organism.

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7968

KNBC
BAUI

KNBC
attn: David Visatt
Burbank CA.

78.19 summer 22 7.92	ENET could become a subscription service — a BBS

Marketing
1. inform them.
2. persuade them.
3. remind them.

after sale reinforcement

- personal selling
- advertizing
- sales promotion
- publicity

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The Basic Argument

1. Danger Ahead
2. It would hurt to be more intelligent, less stupid
   out from under the influence of English.
3. We think in language
4. Structure of L. influences our thinking
5. English Sucks
6. NOW WHAT?
7. Reprogram your Language Machines
8. Gendo - red belt

   [you can earn your red-belt in gendo in just 3 1hr sessions.]

9. For you and the people in your org:

As founder of Gendo, I'll spend my days -

- on the phone, selling *
- " " " setting appt. *
- driving to appt.
- speaking at various groups/etc.
- doing sessions
- mailing/writing/etc stuff
- get mailing lists!

- cold calls
- follow-up calls
- calls to make appt.
- calls to arrange speaking engagements.

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7970

Script

Sugar Ray Leonard story
blind in another eye.

78.20
monar 23
7.93

1000 ft / sec = ± mi / hr 6.82 mm / hr

78.21
tumar 24
7.94

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Analogy

natural running is to studied running. 100 150

as

natural thinking is to studied thinking. 100 100000000

Unidirectional Impact generator
$450 hammer sold to DoD.

78.22
weiner 25
7.95

© 1991 The Heronstone Institute

79.72

New word list

buck Bach
duck dock

78.23
thuman 26
7.96

suck sock
muck mock
tuck talk
fun fawn
gush gosh

slut slot
but bought
bus boss
bum bomb
come calm
cut caught
cuff cough
cub cob
cudd cod
cup cop
cut cot
tongue tong
putt ~~pett~~ pot
~~puss~~ pus
pun ~~paun~~ pawn

pud pod
pup pop
puck pock
hug hog
hut hot
huck hock
nut not
nun non
done dawn
dub daub
dug dog
gun gone
gut got
gush gosh
~~shut~~ shot
shuck shock

sung song
sub sob
luck lock
lug log
slush slosh
rum ROM
rung wrong
rub rob
rut rot
Russ Ross
one Juan

© 1991 The Heronstone Institute

gendo clients

Stephen C. Lipman
president Unocal Science & technology
in Brea
Big changes.

---

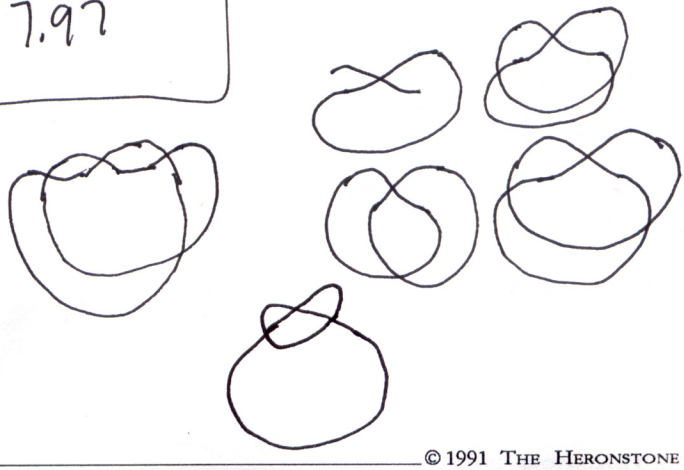
gendo class #1

"You probably already know a lot of what I'm gonna tell you. BUT you probably don't know that you know it. If you did - you could tell me the most dangerous word in English.

not in brochure

78.24
f/mar 27
7.97

physics / = science
Mathematics as a form of human behavior.



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7974

78.25
seminar 28
7.98

an analogy

natural running - studied running
100 — 100 yds 200 — 26 mils 10,000

"natural" thinking - "studied" thinking
100 — ?

promo talk

this could be a seminar "process".
have clients fill in the blank
nat. th. — st th
100 — ?

ESL ear T.

put putt pot
book buck Bach
look lack lock

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at the end of gendo.1 Gendo.1.0
Gendo 1.0
gendo 1.0
gendo1

ask students not to reveal the secret. Use this analogy;

It's like a virus. a disabled version of polio virus is used to cause an immune system response (building up anti-bodies to polio).

But a fully functional, healthy virus will infect it's host and spread.

gendo.1 is an intelligent virus - merely telling ~~others~~ someone about "the" ~~virus~~ is like infecting them with a disabled version.

If you really want to infect someone - do it with the active version -

[anti-the]1

anti-the
antithe.1b
antitheb

o AntitheB is designed to go in and weaken old dogmatic verbal constipations - stuck patterns of thought a disabled version will act as a vaccination against Antitheb

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1. ICC - resumé
2. gendo stuff
   - script
   - homework
     - audio
     - print
   - contract
3. seffy - doubt is out
   I'm sure that "being sure" isn't the answer
   ~~I~~ could be coming from "peace"
4. an old pine tree preaches wisdom...
   a wild bird is crying out "Truth"
5. heaven on Earth 818/243 2836
6. write to KYO
7. Meditate
8. ∩ ∃ A

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~~Fundamental Truth #~~
Or
Compelling Truth #1

American/English's definition/concept of "self", "I", "me", my, mine. is fundamentally flawed.

Kinds of stability in a multidimensional hierarchical system of interpenetrating structures/patternings

supression - one system maintained control by dominating the discussion

sharing/integrating

What's important in gendo is a shift in perspective. It's difficult to describe/talk about but undeniable when it "takes you". It's a compelling "vision"/truth that is more real than language. When you are overwhelmed by the concept that all your most cherished beliefs are merely one way of looking at it.

the emergence of the editor

"For it is known..." P.W.

... that there are other maps for the territory that are just as real - valid - etc. as any other.

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7978

We're like HAL – programmed with multiple apparently self-contradictory (definitions of self) or (sets of goals).

~~People in~~ Americans typically solve the problems of English by suppressing all the aspects of themselves that don't support the ~~culturally~~ socially approved set of yearnings

78.26
suman 29
7.99

~~why do people on~~
Do all people on death row use 3 names?

James Andrew Melton
Robert Alton Harris

Reality – a quaint idea

"Control" seems to be a fundamental issue of "I"
under what circumstances do(es) I claim to be in control.

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78.27
monar 30
7.100

ESL 836-9671
ESL director/teachers
send resumé
ACI
Newport Beach, Center
3333 W Coast Hwy, #200
N.B. CA 92663

Teach reading
310/428-5037
-3956

---

gender again

1. thinking is important.
2. we think in language.
3. English is flawed.
4. ~~You should learn what the problems of English are and eliminate them.~~
   - If you know what the problems of English are, you can avoid falling into many of the erroneous mis-evaluations imposed on us by English.
   - a ~~group~~ team of people working together ~~to~~ on goal-oriented activities.

- Your projects will evolve more smoothly if the language →

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7980

- in your enviromental is disinfected - purged of the most dangerous toxins that pollute English.

- The Heronstone Institute is the only place you can go to learn gendo.

78.28
tuman 31
7.101

~~350 days~~

gendo clients
Interval Research Corp.
David Liddle
Paul G. Allen - chairman
Palo Alto

1201 E. McFadden
Santa Ana
818 377 8070

7
5
35

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Reasons not to ~~tell~~ just tell anyone what the most dangerous word in English is.

1. it's not effective – we ~~you~~ can "know" something without that knowledge impinging on ~~your~~ decision-making or entering our behavior.
2. 'Mere' knowing may act as a sort of vaccination – like a disabled polio virus.

S.N. 141.13

- unwarranted inferences/assumptions
- not unwarranted inferences/assumptions
  - distraction can prevent people from re-evaluating potentially unwarranted inferences.

ESL

- HomeWorkbooks – programmed text
- ~~Classbooks~~ DRILLBOOK – You Too Can Speek English max 8
- ~~Syllabus for~~ teachers drill guide
- tapes to rent or buy C-60 (2 sessions)
- vocabulary
- Hypercard/~~English~~ CD ROM

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1982

Drillbooks

- grammar drills
  - substitution drills
  - dialogs
  - question + answers
  - basic sentences
- pronunciation drills
- Chart Book / Mouth Exercises

---

resumé + proposal to ICC

proposal – gendo
pronunciation
basic english vocabulary

ESL 2-year course

School starts 1st or 2nd week of Jan.

4 - 4-w
three 4-week sessions / quarter

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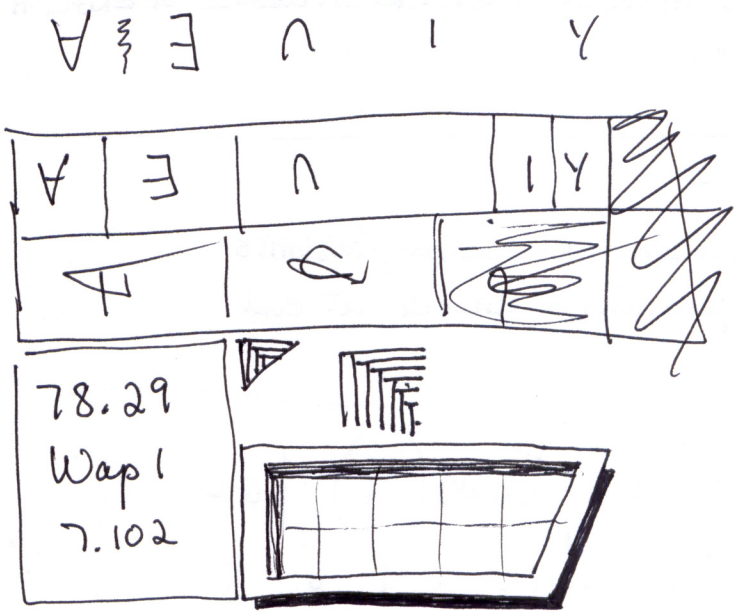
X+7=10

X.



78.29
Wap 1
7.102

START THE CALENDAR REFORM MOVEMENT

79.1
thap 2
7.103

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7984

Day 2 - gendo.

philosophical stuff.

- don't believe everything...
- a world of illusion
- living in a state of hypnosis
- under the influence of English.
- THINKING UNDER THE INFLUENCE OF ENGLISH
-

Day 2

- sharing observations/insights
- questions + answer at end

---

make Tests (4) for
for Units 4, 6, 8

79.2
prop 3
7.104

gendo client
Kathryn Thompson
want to ~~develop~~ develop private jails
DETENTION SERVICES OF CALIFORNIA

Lewis Robertson
new general manager Orange County NewsChannel OCN

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A project of ENET

- to facilitate a coming together of the RICH – the only ones who can solve todays problems.

  the ones who have a stake – have something to lose.

  - e.g. - private jails / police
    - new education system
    - ne
  - privatizing planetary management

Do I know that I am in control of smoking?
Am I incontrol of smoking?
Am I out of control with eating?
what does "being in control" mean?

Fitness Consultant
Intelligence Consultant
Non-Stupid Consultant

"being in control" is related to having words match deeds.
(self talk)

predictive value of speech

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7986

ESL modular system

Section in 3-ring Binder

1. Substitution Drills — Six Units
2. Reference — WORD LIST
3. Dictionary — IRREGULAR WORDS, DIAGRAMS/PICTURES, IDIOMS
4. ~~Charts~~ ~~ILLUSTR~~
4. PICTURE DRILLS - charts
5. Transformation Drills
   assertion ⇒ question
6. pronunciation drills
7. ear-training drills.

79.3
satap 4
7.105

gerdo clients

AST

Safi Qureshey - CEO

congratulations on 431 on Fortune 500

- ~~DAS~~ MEDITEXT
- DONTYDAFDRSENDAUN
- GODNSLYPBAFORUEN

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TO DO:

- gendo script
- gendo handouts/homework
- gendo brochure
- gendo letter
- gendo contact
- ESL

★ look to J.G. Miller's "Living Systems" for how to run a city — necessary functions

ESL theory ★ ★

★ language is learned in the speaking
★ not in the studying. ★

79.4
sunap 5
7.106

ESL franchise
言
道 gendo

ESL — help students assemble books during first class.

79.5
monap 6
7.107

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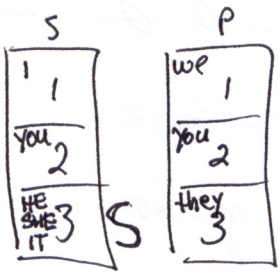
7988

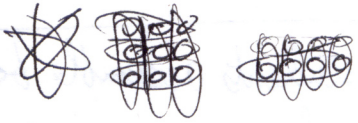
Students make up
uncountable/countable
I don't rice
ice cream

Two kinds of drills ~~ad~~ replacement
dumb drills / repetition dr.
sub drills smart drills / thinking dr.



Big Graphics for front of room

FOUNGRAFIKS



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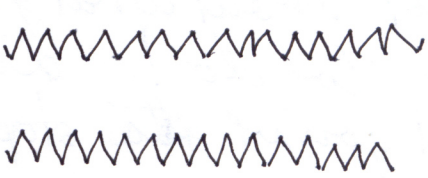
gendo orange belt.
make a structural diferential
and present after 3 months.
(it)
of the minimum 6 month course.

minimum



1. sub drills requiring no corresponding alterations

I like BILL
" JUDY
" pizza
" sailing
etc.

2. sub drills requiring other changes.

I swim on tuesdays.
Bill " " "
" swam " yesterday
" ? " tomorrow

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dennis asks Heron, "Why can't I be happy?"

- You can be happy
+ what do I have to do?
- It's not about what you have to do! It's about what you've gotta stop doing

OR

you've gotta stop running and turn around to face your fears.

OM OK what do I have to stop doing?

+ stop eating shit!
get more sleep at night.
meditate.
do your work.

OM what IS my work?

+ AM pay ~~Bill~~ the bills / maintain the base!

Do what you have to to keep the game going while I play

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Many people want to be loved for who they are.
not for what they do.
I'll take it any way I can get it.
I want to be loved for what I look like.
" " " " " how intelligent I am.

+ - + - + - + + — — — —
+ pay the bills; maintain the base
o help me do that in a way that's
serves me too.
+ OK later +

---

gendo red orange yellow

yellow begins the esoteric.

meditation
establishing rapport when you're gonna
have an important conversation.

for an conversation to make a contribution
to your growth or Earth's health,
an intention should be declared, and
rapport established — sitting quietly
in each others presense — until you
can feel eathe each other's "goodwill".

7992

Health Care Project

714/647 4920

79.6
tuap 7
7.108

The New Systems – E'
American
AmEarth
EarthLing
AMLING

- substitution drills
- replacement drills
- transformation drills
- posters for class room
- posters for house/office
- cards to carry in your pocket
- Introduction to ~~American~~ the series. Preface
- teacher materials
- ~~How this system works.~~ homework

after finishing the A.L. series successfully a student is granted a black belt in ~~Earth~~ gendo.

CONTINUE CONVERSATION OF
HERON + DENNIS

H. what do you want?
D. I want to be comfortable.
I want to relax. have fun
H. How much do you want?
* D. $60,000.00
H. Are you sure that's all you want/need/etc.
* D. And steady work hours
9-12 & 2-5 M-Th (office hrs)
10 months/year
shedule trainings when I want!

~~$5~~/000/mo.
~~1,500~~/wk
375/day — 1500/wk 6000/mo
60,000/yr

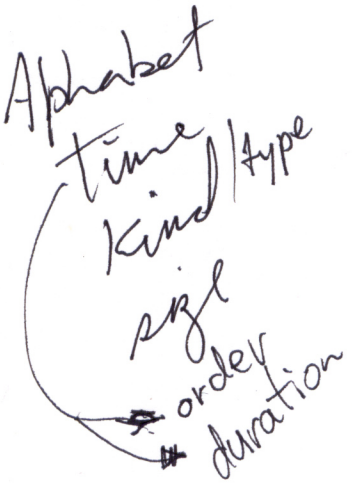
H. You'll have to keep financial records.
D. So will you!
H. Anything else.
* D. retire no later than 64.
H. If you think of something later, please don't hesitate to bring it up. Let's work together to make both of us happy. Now that I know about * I can start thinking about how to help you.

7994

H. I'm really glad we talked. thanks.
Lin looking forward to our next talk
so I can help you help me help you
help me...

D. Yea, I liked it to. Liv felt
so judged by you - it's nice
to have your support. I wanna
do my part. See ya.

H. ☆



7995

79.7
weeap 8
7.109

gendo clients
maybe free

THE NATURE COMPANY
Claudia Burckle
mgr So. Coast Plaza store

Teach Computer
556 1220 ext 8
Computer learning Center
1231 E Dyer Rd #140
Santa Ana CA 92705

---

teach business subjects
business school
$13/hr
Susan 772 6941

Pronunciation courses.

1. Introduction 4 wks
mostly sound drills
PAPA...
NONO...
OAOAO AOAOA
OOOOO OOOOO
OOAOA OAOAO
FOS 2
D B G
Ear training

2. Advanced more natural language rhythm

7996

gendo day 2

those who want the red belt stay after others leave - and go thru a special ceremony -

- form the team
- promising to assist the others on your team or any other gendoman gendo~~kan~~ ~~chip~~ gendochick } to overcome the stupidity rattling around in their L.M.
- promise not to reveal the word
- create the network
-

ILLUSTRATIONS
FOR FRONT OF ROOM

- Structural Differential
* phonographics
* 123 SP

- ASASA
- Quotes in phono A

I'm	we're	I was	were
you're	you're	were	were
she's	they're	was	were
		I have	have
I go		you have	have
		has	have

I take ~~took~~ taken
give gave given

gendo

What's a difference between

"He has taken a plane before."

"He ~~took~~ a plane before."

what is structurally unique about different situation when we use one or the other? How do I know which to use?

(a) Did he take a plane before?
(b) Has he taken a plane before?

(?) ≠ SPECIFIC TIME/INCIDENT

7998

→ Did he take a plane | last night?
Has he taken a plane | last night.

79.8
thap 9
7.110

urgency in others puts me off.

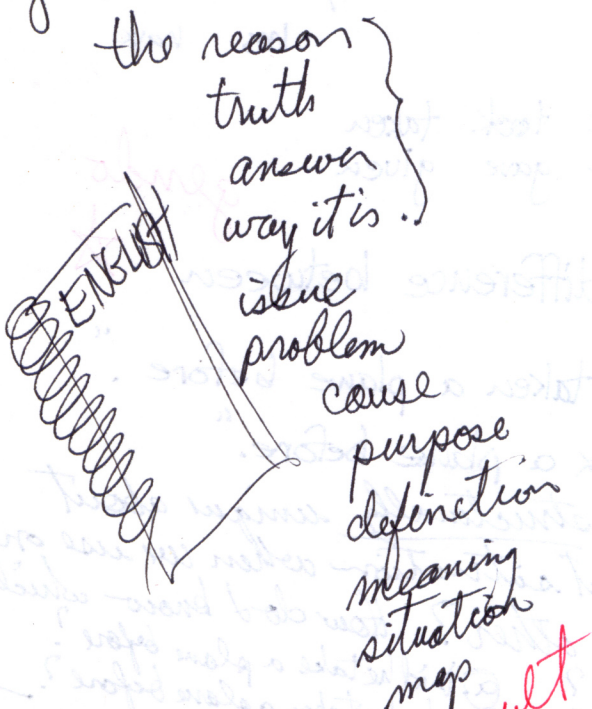
urgency is not a good sales tool (for me)

urgency does work on a small group
who share the particular fears/motivations/etc.

---

listen to Watts

gendo



7999

topic
Philosophy East + West
#1

MEA
1800 75 WATTS

a funny scene.
guy sits down at the counter and
he's got on a real nice, expensive but
still obvious toupee. So I
~~co~~ compliment him on it.
"Hey that's a real nice toup you've
got there." That's one of the best
hie ever seen. Is that
some new bird?" etc.
How should he take it.

79.9
frap 10
7.111

ESL
You learn American
by speaking - not be "studying"
it.

8000

real American is in your mouth + ears
not hand and eye.

Primary American is in speaking/hearing
Secondary American is in writing/reading
2ndary

language is about relationships.
L. is only learned in the speaking/hearing
what it means to learn American
is to have American "friends" -
to spend time with Americans -
form working relationships with Ams.
socializing with A., playing tennis
with Am.

2 "you"s. "I"s Korean ~~you~~ I, Am. I.
dreaming in English.